

LIFE



HOUSE PARTY

SEPTEMBER 3, 1945

10

CENTS

BY SUBSCRIPTION: TWO YEARS \$8.50

Coming closer...

YOUR PROUD POSSESSION OF A PARKER "51"

You know, of course, that Parker 51's are scarce. There are reasons. ♦ The "51" is not hastily mass-produced. It is a precision instrument, created by men trained in a 56-year-old tradition of craftsmanship. And today, with Parker working first to produce vital equipment for war, we build but a fraction of the 51's we could sell. ♦ Happily, more of these "most wanted" pens are coming. We hope the day is not far off when you may own a "51". ♦ Then you'll touch that protected point to the paper—and find it starts instantly! Agile as your own forefinger, the Parker "51" keeps pace with your thoughts. No effort—no tiring. So smooth is the tip of costly

Osmiridium, it seems to float above the paper. ♦ And look! Like magic, each word dries as you write! For this pen—and only this pen—has the design and construction which permit satisfactory use of the world's fastest drying ink, Parker "51" Ink. Naturally, any ordinary ink may also be used. ♦ Such a pen is worth waiting for. Place a reservation order with your Parker dealer now. ♦ Colors: Black, Blue Cedar, Dove Gray, Cordovan Brown. \$12.50; \$15.00. Pencils, \$5.00; \$7.50. Sets, \$17.50 to \$80.00. Parker Vacumatic pens, \$8.75. Pencils, \$4.00.

The Parker Pen Company, Janesville, Wisconsin

MAKE YOUR DOLLARS FIGHT—BUY WAR BONDS NOW



"MICKEY," the secret Radar Bombsight... built by PHILCO



THE sensational story of "Mickey", the miraculous Radar Bombsight used by the Army Air Forces to demolish the Nazi industrial and war machine, has just been released. And with it, the secret war research and production story of Philco, its manufacturer.

When the need arose for large quantities of this new, secret radar bombsight, a complex device that has over 80 tubes and weighs over 300 lbs., our Army and Navy came to Philco. And Philco research engineers, working with the Radiation Laboratory at the Massachusetts Institute of Technology, completed the design in record time. Philco production engineers devised the first moving conveyor lines for radar, to speed the urgently needed production of "Mickey".

Mickey is a miraculous product of electronic science. It makes possible pinpoint precision bombing, day or night, in any weather, through clouds, storms or fog. Month after month, from November 1943 to V-E Day, it did more to accomplish the destruction of Nazi industries, transportation, fuel and military installations than any other airborne device. Gen. "Hap" Arnold, Commanding the Army Air Forces, is reported to have called it "the most important piece of equipment used by the aerial invasion forces in the invasion of France". And other high army officers credit it with saving "many, many thousands of American lives".

WHAT'S COMING IN RADIO from the laboratories that produced this miracle of electronics?

While Mickey, built by Philco, continues its mission against Target Nippon, the Philco laboratories are preparing to turn from radar research to radio for your home. Their vital contributions to the progress of electronic science will bring you the newest developments in the enjoyment of radio and recorded music... spectacular improvements in FM and television. Yes, Philco... the leader in airborne radar today... will resume its unbroken record of leadership in radio tomorrow!

PHILCO

Famous for Quality the World Over

RADIOS • PHONOGRAPHS • FM • TELEVISION
REFRIGERATORS • FREEZERS • AIR CONDITIONERS

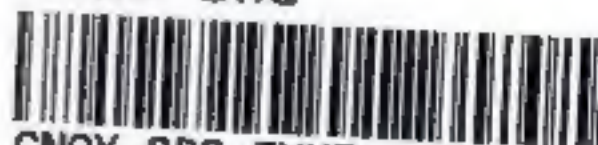


How Mickey, the Radar Bombsight, Works

Mickey radar (1) maps the land or sea over which a plane is flying, even at night or through clouds and fog; (2) shows the target on an illuminated screen and tells when to drop the bombs; (3) provides special beacon information that makes aerial navigation easy, to and from the target; and (4) warns of approaching enemy fighter planes. Mickey radar sends out super-high frequency radio waves which bounce back from solid targets and are picked up by the radar receiver and transformed into a radar picture on a screen like the one in a home television receiver.

Until Final Victory... Buy War Bonds and Hold Them

This One



CNOY-SPQ-7YKF

"GEE WHIZ"

...yelled the
Ambassador



Roaster-fresh coffee made right in the cup

Roaster-fresh because in Nescafé all the
fresh flavor of newly-roasted coffee
is sealed in by added carbohydrates.

"TACT," said the diplomat, "has its place in foreign relations. But I speak *right* out when it comes to coffee. Frankly, I've never had a perfect cup." Without a word, his aide quickly stirred up a cup of Nescafé, then said..."Well, sir, try *this*!" He did...stared in amazement...and yelled, "Gee whiz!"

You'll be amazed, too. For here's how Nescafé brings you a real high in coffee enjoyment. In a way that only Nestlé's knows, an extract is made from fine coffees fresh from the roaster...then *instantly its flavor is sealed in!* You release this locked-in freshness by just adding hot water.

So easy to prepare...no coffee maker to get ready or clean up...no grounds to dispose of. A teaspoonful of Nescafé makes a cupful—for only about 1¢. No waste...you make exactly the amount you need—and just the strength you like.



NESCAFÉ (PRONOUNCED NES-CAFAY) IS A NESTLÉ PRODUCT, COMPOSED OF EQUAL PARTS OF SKILLFULLY BREWED SOLUBLE COFFEE AND ADDED CARBOHYDRATES (DEXTRINS, MALTOSE AND DEXTROSE) ADDED SOLELY TO PROTECT THE FLAVOR ★ ★ ★ NESTLÉ'S MILK PRODUCTS, INC., NEW YORK, U.S.A.

LETTERS TO THE EDITORS

SUPER BABIES

Sirs:

I protest against your story on the Nazi "Super Babies" at Hohenhorst (LIFE, Aug. 13).

... To condemn any baby because of any circumstance, whether human or material, is a Nazi attitude. ... I would not hesitate to take any one of these babies and rear it in my home. There are no Nazi babies. It is we adults who educate them into races and nations.

I protest against LIFE's intolerant use of the word *bastard*, as applied to any child! There are no illegitimate children—there are only illegitimate mothers.

Our next war will come out of the hearts of the babies of today. Treat these little children with acorn, as LIFE has done, call them *bastards* and "pig-fat," and one of these babies will, indeed, grow up to start another war. Remember, it was Hitler's cowering servant-girl mother, his brutal father, his artistic (such as it was) frustration that caused the European war. Do not dare ever to call any child a bastard! ...

ANNIE PIKE GREENWOOD
Ogden, Utah

Sirs:

The Super Babies are rather interesting in that they do not look human. The camera has caught the "Nazi look" or whatever it is that peers out of those foxy eyes set in the fat, vulgar and already evil faces. What are we going to do with them?

TERRY DINKEL
Jackson, Tenn.

Sirs:

What those husky, pie-faced kids from Hohenhorst need is American Sunday school, American ice-cream cones, baseball and American dirt scrubbed off their faces, hands and knees.

We either take them now and make decent human beings of them or complain 20 years from now that we have to fight those dastardly Germans again. Nazis are made, not born.

MRS. HAROLD L. DONNER
Gasport, N. Y.

CONTINUED ON PAGE 4

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LIFE
September 3, 1945

Volume 19
Number 10

Twice as Smart



VITALITY

SHOES FOR CHILDREN

Popular styles plus extra protection for nimble feet! Vitality Shoes are ever so carefully made of fine, flexible, long-wearing materials. At better stores everywhere.

\$250 to \$550

Priced according to size



AVENUE

VITALITY Vitapoise FEATURE SHOES FOR CHILDREN

Made over a special last with inside heel wedge... keep feet treading straight, encouraging correct posture.

\$350 and up

Priced according to size



SKIPPER

Buy U. S. War Bonds and Stamps

Vitality SHOES FOR CHILDREN

VITALITY SHOE COMPANY, ST. LOUIS, MO.
Division of International Shoe Company

"Did you see what I saw at the Dog Show?"



"Selling Victory Bonds at the Dog Show was fun. So were some of the dogs. But certain exhibitors ought to have stayed home..."



"This ugly-handsome English Bull was much more at ease than his trainer! HE hauled and jerked at his shrunk-up shirt collar, distracting the judges more than somewhat. Wouldn't you think a smart trainer could train himself to buy 'Sanforized'-labeled shirts—and a permanent, comfortable fit?"



"This lady's Peke won a Blue—in spite of the looks of Momma! For she had on a stunning cotton wash dress . . . but alas, shrinkage had stolen its looks away. If she'd only been sure the 'Sanforized' label was sewed in, her dress would have stayed whip-smart, washing after washing!"



"'Worst of Show' (had there been such) would have gone to this setter's owner! Brand-new, her slack suit must have been cute as a cap pistol! But Ole Debbile Shrinkage stepped in again! A shame that a gal who knows her dogs knows nothing of 'Sanforized,' which holds fabric shrinkage under 1%!"



"Naturally, my tray of Victory Bonds won 'Best of Show.' And if they'd had a 'Wash Dress Class,' I bet my striped gingham would have cleaned up, too! It's last year's—but 'Sanforized' will continue to hold its crisp good looks till it falls apart. You'll gather from all this, I trust, that 'Sanforized' extracts ALL shrinkage guesswork from washable cottons!"



•SANFORIZED•

REG. U.S. PAT. OFF.

Fabric Shrinkage less than 1% by the Government's Standard Test

"Sanforized": Checked standard of the trade-mark owner. The "Sanforized" trade-mark is used by manufacturers on "Compression Pre-Shrunk" fabrics only when tests for residual shrinkage are regularly checked, through the service of the owners of the trade-mark, to insure maintenance of its established standard by users of the mark.

Cluett, Peabody & Co., Inc.



To keep on looking smart —
it's got to keep on fitting!
Look for the "Sanforized" label!

A Star is Bathed!

(using mild, soothing
MENNEN Antiseptic Baby Oil,
of course)



by **BARBARA STANWYCK** and **DENNIS MORGAN**
in the won-n-derful Warner Bros. movie
"CHRISTMAS IN CONNECTICUT"



Dennis Morgan bathes baby.
Barbara Stanwyck watches. To
help keep skin healthy, Mennen
Baby Oil follows the bath.



Barbara and Dennis "coo" over
that happy, healthy baby. No
wonder babies are so happy,
with Mennen-protected skin.

★ YOUR BABY may not be a movie star (yet!) but it's just as important to you to keep his (or her) skin smooth and healthy! That's why you'll surely use mild, soothing Mennen Antiseptic Baby Oil all over baby's body daily. It's the oil used by most hospitals... recommended by most doctors... bought by most mothers.* You'll be delighted at how well Mennen Antiseptic Baby Oil helps prevent diaper rash, urine irritation and many other skin troubles. Mennen-oiled babies smell so sweet, too!

**According to surveys*



Also, be sure to use **MENNEN ANTISEPTIC BABY POWDER** to help keep baby's skin comfy and healthy. Super-smooth; new scent makes baby smell so sweet. Preferred by more Baby Specialists than any other powder.*

LETTERS TO THE EDITORS CONTINUED

Sirs:

I should suggest that the Super Babies of Germany be divided among the Allied countries and brought up as foster children of these countries, thus defeating the German purpose of re-establishing the race.

CHARLES NIELSEN

Amsterdam, N. Y.

Sirs:

Why not ship some or all of the babies to the United States for adoption into American homes? My husband and I would be more than happy to have one as our own.

MRS. R. G. SPOONER

Oklahoma City, Okla.

Sirs:

... I, the son of a Frenchman, would be happy to take one of these children to raise with my own four, just to show the world what can be done with this material if one will but devote a little time to it. ...

D. G. ORNSTON

Philadelphia, Pa.

Sirs:

... For my part I am glad that these little ones have been "over-stuffed" with food and had such good care, for their own little sakes. ... I enjoyed looking at pictures of them far more than those of the "leggy" adolescent Gail Sullivan on pages 55 to 58. What is so wonderful about a long-legged girl grinning out of socks of pictures?

DORIS E. WRIGHT

Middleboro, Mass.

SUPER BABE

Sirs:

Oh, brother!! What a gal is Gail Sullivan! (LIFE, Aug. 13). We 17-year-olds should get to know each other better!

PHIL STEHLE

Argonia, Kan.

Sirs:

I have been walking around in circles... those pictures of Gail Sullivan are out of this world.

Until I saw those pictures I thought I had seen all the pretty faces in New York. Well, it seems I am wrong.

PVT. CHARLES HELM

Camp Blanding, Fla.

Sirs:

I can see now that pretty Gail Sullivan has a big future ahead of her, and I want to wish her the best of luck in the world, and I know she'll get it, too; for she is very cute and looks as if she can climb the ladder of success.

That's what I dream about, but for girls like me in the country, we never get a chance to have a photographer snap our picture and put it in a popular magazine to start us on a model's career. Therefore we sit at home and look at movie magazines and watch the others go to fame.

So my dreams will never come true as Gail's will, but just the same I hope she gets what she wants always.

LOIS ROGERS

Wake Forest, N. C.

Sirs:

I wonder how many of the thousands of good-looking baby girls in the U.S. ever grow up to be as lovely as Gail Sullivan. The general rule is that pretty babies just don't become pretty young women.

An exception to this is Eleanor Cahill of Coronado, Calif. who won more than ten baby beauty contests from the time she was 3 to 8 and just recently was selected as "Miss Stardust" in a national beauty contest conducted by a manufacturer of slips and blouses. She was

Dr. Rene Laennec invented the stethoscope in 1819 after three years of experimentation with cylinders of skin, glass and wood.



Pal Pioneered, Perfected and Patented the Hollow Ground blade — a different, modern blade. Shaves with just a "Feather Touch" because Pal is flexible in the razor — follows facial contours. No need to "bear down". Blades last longer, too. Try them.



PAL
HOLLOW GROUND
RAZOR BLADES

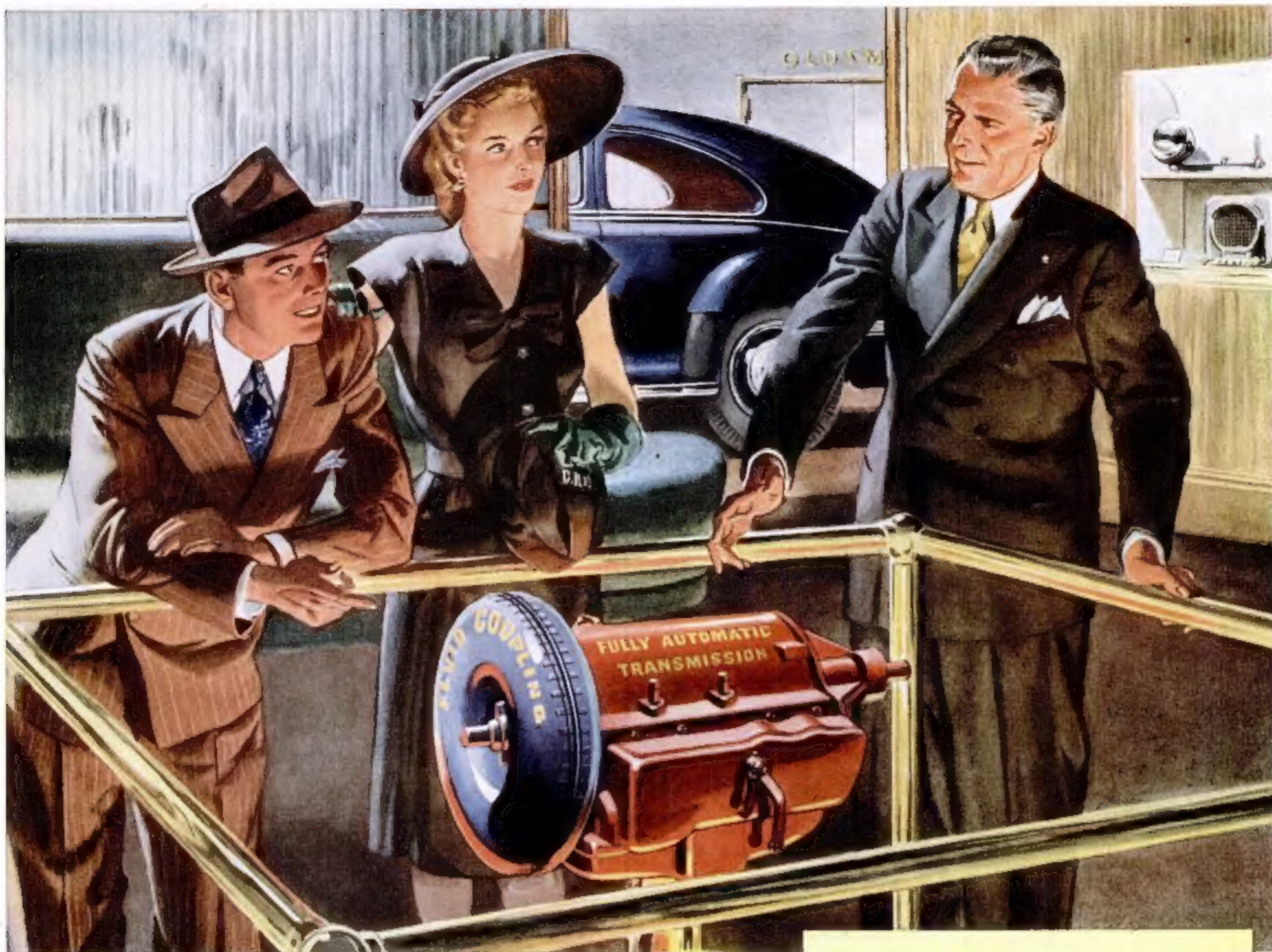
WINDBREAKER
REG. U. S. PAT. OFF.
JOHN RISSMAN & SON



SUPER-WARM JACKETS
TUBTEST SHOWER-PROOF FABRICS
TUBTEST IS OUR TRADE MARK
VARIOUS FINE WOOL LININGS
SOLD EVERYWHERE
JOHN RISSMAN & SON • MAKERS • CHICAGO

CONTINUED ON PAGE 7

LOOK TO OLDS FOR ALL THAT'S NEW!



Tomorrow's Oldsmobile will have this famous General Motors feature

HYDRA-MATIC DRIVE

There's a new Hydra-Matic Drive on the way. As a result of combat use on Army tanks, this great General Motors transmission has been modified and improved for the next new Oldsmobile car. Basically the same as the famous drive Oldsmobile introduced before the war, the

new G.M. Hydra-Matic Drive still combines a fluid coupling with a fully automatic transmission... it still eliminates the clutch pedal and all gear-shifting... but now it gives even better performance, even greater economy, even more dependability than ever before.

In addition to Hydra-Matic Drive, the coming new Oldsmobile will offer many other new advantages. It will be new and modern in styling... new and improved in performance... new and advanced in engineering. You can "Look to Olds for All That's New"... inside, outside, and under the hood!



VITAL FIRE-POWER NEEDS ARE STILL BEING SERVED



America's fighting men come first. As long as they need the cannon and rockets and shell Oldsmobile produces... building Fire-Power will be our number one job. But essential transportation requirements must also be met, and Oldsmobile is now converting its remaining facilities to the production of quality automobiles.

BUY WAR BONDS TO KEEP 'EM FIRING!



OLDSMOBILE DIVISION OF **GENERAL MOTORS**

My! What a lot you can do with a little Cheese!

SAYS ELSIE, THE BORDEN COW



Spare the butter—cheese the toast!

You'll never miss butter-at-breakfast if you do this... Spread piping-hot toast (raisin toast is best of all!) with that cream-of-all-cream-cheeses—Borden's Eagle Brand. So rich in taste! So fresh in flavor! Made with fine, thick cream—kept fresh by its tight-sealed wrapper. And Borden's Cream Cheese stays fresh longer—thanks to Borden's modern packing process.



This makes a pound of meat behave like two!

Broil thin hamburgers a few seconds on each side, slide onto split buns, top with slices of that amazing cheese food, Borden's Chateau, and pop under the broiler. Then taste! What's that tangy goodness blending with the beef? It's Cheddar cheese—taste! What's that tangy goodness blending with the beef? It's Cheddar cheese—taste! What's that tangy goodness blending with the beef? It's Cheddar cheese—taste! (Note, too, how real aged Cheddar that gives Chateau its nothing-like-it zippiness! (Note, too, how real aged Cheddar that gives Chateau its nothing-like-it zippiness! (Note, too, how real aged Cheddar that gives Chateau its nothing-like-it zippiness! Keep a 2-lb. package of wonderful Chateau-burgers make beef go twice as far! Keep a 2-lb. package of wonderful Chateau-burgers make beef go twice as far! Keep a 2-lb. package of wonderful Chateau-burgers make beef go twice as far! Also in 1/2-lb. packages.)

BORDEN'S FINE CHEESES

WONDERFUL "BUYS" FOR YOUR POINTS AND PENNIES.

Because so much of Borden's Cheese is going to our Army, Navy, and for Lend-Lease—your food store may not always have the particular cheese you want. When this happens, try another Borden's variety. There's fine flavor and fine nourishment in every single one. For... if it's Borden's, it's got to be good!

★ Tune in BORDEN'S BIG RADIO SHOW... Friday Evenings over CBS
See your paper for time and station.



Got a stalk of celery? Try this!

Fill the curve of a crisp celery stalk brimful with Borden's Olive-Pimiento Cocktail Spread. Sa-ay! Can anything that easy be that good? It can, you lucky lady—when you've got Borden's food experts blending flavors for you! With celery, with crackers, in sandwiches—try all 6 varieties of Borden's Cocktail Spreads—every one's an exciting taste adventure! (All come in lovely, re-usable Swedish-style glasses.)



You supply the man - this does the rest!

Take one man. Add Borden's Military Brand Camembert Cheese flanked by crisp crackers or apple slices. Then watch carefully! See him smile as his knife sinks through the tender crust. Hear him sigh as he breathes its delicate aroma, tastes its deep, rich mellowness. If you wish to see a man grow wide-eyed with pleasure, bring on Camembert tonight!

© Borden Co.



Put your foot down!

Insist on Carter's Stamp Pad—the only pad which gives you a money-back guarantee of 100,000 impressions! Back of this guarantee is Carter's Patented Pump Action Construction—which gives Carter's Pads unusual "punch." On sale at better stationery counters everywhere...

One of the famous Carter family
At home... In the office

The **CARTER'S** Ink Company
Boston, Mass.



**FINE TAILORING
IN FINE LEATHER**

Yours for years—this masterfully designed sack coat of rich leather by Albert Richard. You'll like its style, its perfect comfort because of Action-Fit*. See the many pace-setting coats, jackets, gloves and mittens for men and boys at leading stores everywhere. Send 10c to Dept. E for colorful Buried Treasure Map!

*Reg. U. S. Pat. Off.

ALBERT RICHARD

ACTION-FIT* COATS • JACKETS • GLOVES • MITTENS

Division of Fried, Ostermann Company, Milwaukee

40 YEARS OF STYLE LEADERSHIP

LETTERS TO THE EDITORS

CONTINUED

chosen from more than 8,000 other girls and received as a result a \$500 War Bond.

Here is a picture of Eleanor as a 3-year-old tot when she won her first contest and another when she won the "Miss Stardust" title at 19 years of age.

BERT NEVINS

New York, N. Y.



3-YEAR-OLD BEAUTY



19-YEAR-OLD BEAUTY

COGENT ARGUMENT

Sirs:

Thanks for publishing the most cogent argument against war we have seen lately. In your story entitled "A Jap Burns" (LIFE, Aug. 13).

Everyone seeing those pictures should feel the utter necessity of making it for-over impossible for two men to be placed in that horrible relation again—one enduring the physical agonies of burning to death, the other, the mental agonies of causing it.

This should ignite a burning desire to see that the present fumbling attempts to rid the world of war grow into an effective reality. It does in me.

JAMES O. BOND

Boston, Mass.

ART

Sirs:

Steinberg's cartoon (LIFE, Aug. 13) of an artist cutting up a long painting into separate paintings is indeed funny.

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Sunbeam SHAVEMASTER

REG. U. S. PAT. OFF.

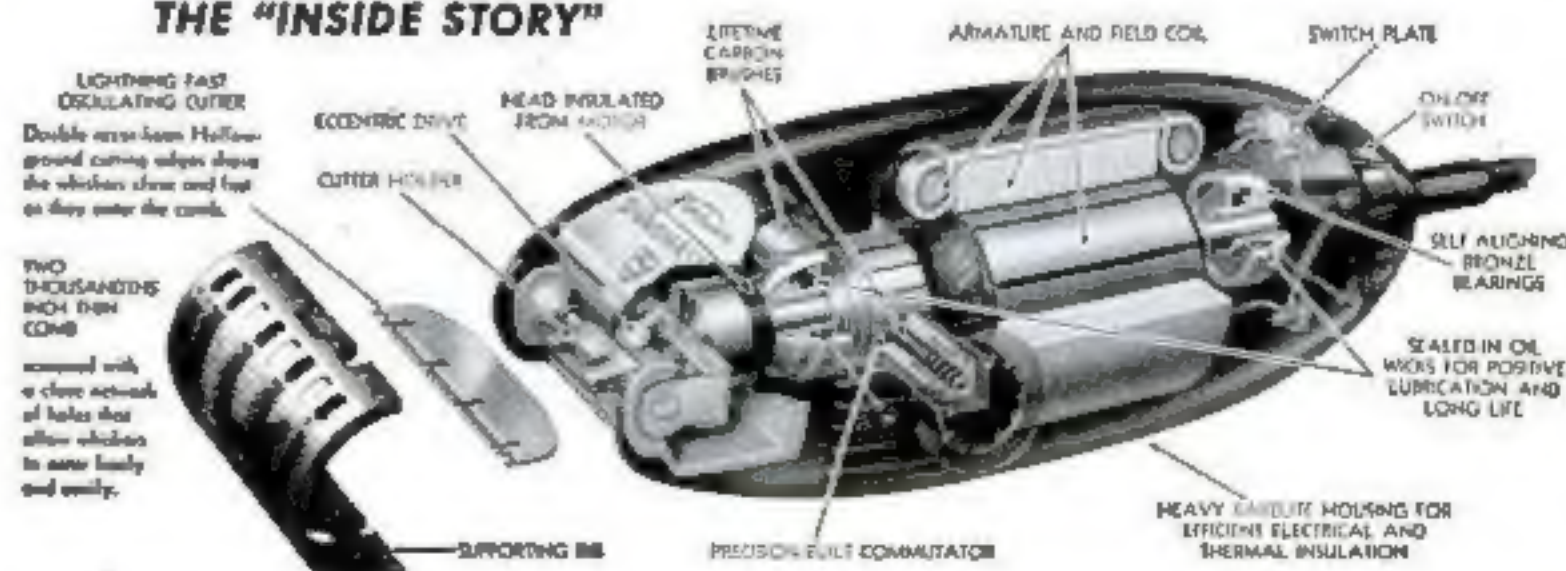
Men in the Armed Forces who have shared and compared all makes of shavers pick Sunbeam Shavemaster as tops. Time and time again they write to tell us of one Sunbeam being shared by whole groups of men—all standing in line for a quicker, closer, comfort-shave the Sunbeam way. They tell how much *better* it shaves—and how it "stands the gaff" under all conditions. Their enthusiasm is unbounded. Sunbeam Shavemaster will soon be on sale again by good electric appliance dealers everywhere.

ONLY SUNBEAM HAS the oval head, shaped to fit every contour of the face, and screened with a close network of holes that pick up the beard the way it grows. The screened comb is whisker-thin, and the holes are so close together the whiskers enter freely and instantly for quicker, closer comfort-shaves. Only Sunbeam can use this patented principle.

ONLY SUNBEAM HAS the single, oscillating cutter pressed tight against the inner surface of the screened comb by centrifugal force. It's the Hollow Ground, Double-edged Cutter that speeds over-and-back in lightning-fast, half-circle oscillations—gets the whiskers coming and going. Only Sunbeam Shavemaster can use this patented principle.

IN ADDITION, IT HAS the powerful, brush-type, series wound, Universal AC-DC motor that delivers dependable power, and plenty of it, for the exclusive Sunbeam shaving head. Designed, engineered and precision built to shave close as a straight-edge—and faster.

THE "INSIDE STORY"



CHICAGO FLEXIBLE SHAFT CO., 5400 W. Roosevelt Rd., Dept. 53, Chicago 30, Ill., Canada Factory, 321 Weston Rd. So., Toronto 9

Makers of Sunbeam MIXMASTER, COFFEEMASTER, IRONMASTER, etc.



GENUINE Orange Blossom

More important than their precious metals
and fine gems. More desirable than their
beauty of design and careful craftsmanship
is the integrity of the name Genuine
Orange Blossom which proclaims to the
world that your rings are the finest.

Write for Illustrated Folder.

TRAUB MANUFACTURING CO., 1934 McGRAW, DETROIT 8, MICH.



LETTERS TO THE EDITORS

CONTINUED

But, believe it or not, this was done by two artists in California, and at a profit. They had been out of work and, in order to earn a livelihood, borrowed money, bought a 25-foot roll of canvas and set it up on the Pacific cliffs, then painted a connected panorama of marine scenes. Later they cut it in pieces "cropped" for good looks and convenient size. They mounted these, then sold them—some in borrowed frames—for fair prices. For they were honest, good art work. After all, if good cars come off a mass-production assembly line, why shouldn't good art?

GLENN CRAVATH

Whitestone, N. Y.

REHABILITATION

Sirs:

On April 16 LIFE ran a picture of Pvt. Joe Demler on a cot in a German prison camp, starved and emaciated almost to a skeleton. Shortly thereafter (LIFE, June 11) you ran a picture of Private Demler as a convalescent. This is to report that these days he is doing even better, as this picture shows. Now in the Kennedy General Hospital in Memphis, Tenn., Private Demler is still hard put to answer all his mail. Letters have been coming at the rate of about 20 a day. So have boxes of candy, cookies, cakes, flowers. One admirer sent a fresh mango from Florida. Another sent a can of smoked fish. Others have sent checks and cash for "American beefsteaks." He has been offered more jobs than he could hold down in a lifetime.

Private Demler is not sure yet what he will do in the future. But the important thing is that he is up and around, a strong young man once again.

SOT. MARGARET TINSLEY

Kennedy General Hospital
Memphis, Tenn.



GI IN GERMANY



GI IN THE U. S.

REVERSE

Sirs:

After much persuasion, James Plaugher posed for this he-man picture in

CONTINUED ON PAGE 10

The Lowest Priced
Nationally Advertised
Tooth Brush
in America

only 23¢

IN DUST-PROOF CARTON

Pro-phy-lac-tic
NYLON
Tooth Brush



Gantner WIKIES

Famous South Pacific Palm Leaf design...in handsome water-repellent twill! Shirred elastic waist, de luxe supporter. At America's top stores! Gantner & Mattern Co., S.F., N.Y.C.



*Now—you have Sealed Beam
Lighting at its Best*



KEEP BUYING
WAR BONDS



Guide Sealed Beam headlamp units—metal-backed for sturdiness and precision—fit all vehicles equipped with Sealed Beam headlamps. They give you Sealed Beam lighting at its best because, throughout their life, they *will not grow dim*—*will not burn out* if an accident should crack the lens.

Next time you need a new Sealed Beam unit, tell your automotive service man you want a Guide unit. It costs no more than other makes; it safeguards your ride "all the way"—no dim-out, no black-out.

NO DIM-OUT—because Guide Sealed Beam units are sealed against dirt, dust and traffic film. They stay bright for the life of the unit—do not lose their efficiency, as earlier-type headlamps do.

NO BLACK-OUT—because Guide Sealed Beam units provide the double protection of a bulb within the sealed unit. If the lens is cracked they do not fail—light the way safely until the damaged unit can be replaced.

GUIDE LAMP DIVISION OF GENERAL MOTORS

LET SAFETY START THE RIDE — REPLACE WITH GUIDE



"Should I leave you
on the doorstep, Mom?"



leave you!

MOM: But, lamb—you were driving me wild with your fussing . . .

BABY: That's why you and I are swapping places for a while, Mom. Wait'll you see how miserable a baby's skin gets, from woolies, and wriggling around, and stuff. Sure I fuss—but do you do anything about it?

MOM: Well, I do give you nice baths . . .

BABY: Huh! But I need Johnson's Baby Oil and Johnson's Baby Powder, too. With them to smooth me up,

BABY: Shame, Mom—saying you'd leave a nice baby like me on the doorstep. I should

I'll be a pink-winged cherub!

MOM: Both, honey? How come?

BABY: Johnson's pure, gentle Oil to keep me like satin from topknot to toe, Mom. Remember the Doc said it's made of very special, light mineral oils with lanolin. Helps prevent "urine irritation," too!

And don't forget—when chafes and prickles make me yip—whisk out soft, silky Johnson's Baby Powder!

MOM: Angel, I'm ashamed of me! No more doorsteps—but let's take the basket to go and get the Johnson's—right now!



Johnson's Baby Oil
Johnson's Baby Powder

Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.



LETTERS TO THE EDITORS

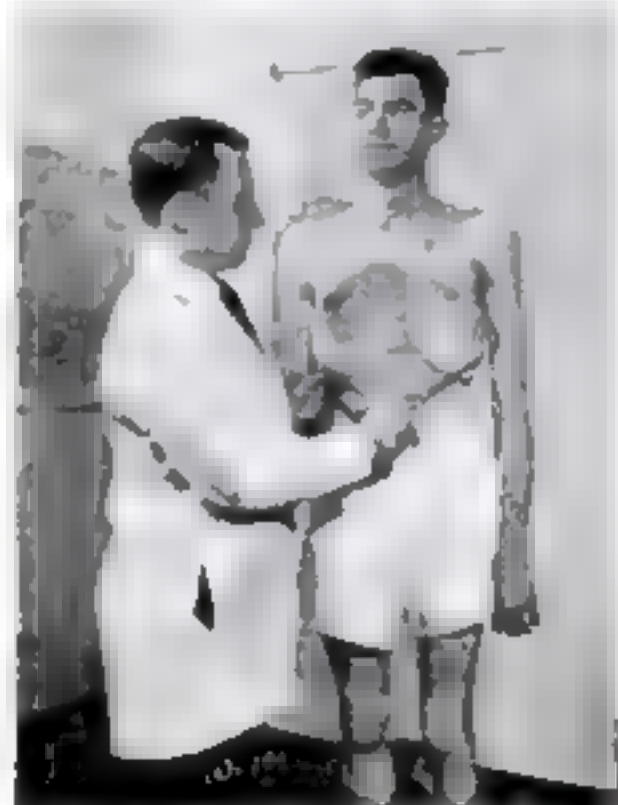
CONTINUED

1943. It contrasts greatly with the picture of him in your article on conscientious objectors, "Men Starve in Minnesota" (LIFE, July 30)

HELEN VANDERKOCK



PLAUGHER AT PEACE



PLAUGHER AT WAR

AMBASSADOR KIRK

Sirs,

The publication of Noel F. Busch's remarkable close-up of Ambassador Kirk (LIFE, Aug. 13) will no doubt increase public confidence in our foreign service. There is no doubt that the war resulted, as Mr. Busch says, "from a situation which more dexterous and extended diplomacy could assuredly have rectified."

The parents of boys who have been slaughtered knew the terrible shock and despairing anguish caused by the untimely death of a beloved son. If future wars and their horrible consequences can be avoided by "more dexterous and extended diplomacy," may we hope for the appointment to diplomatic responsibility of men whose hearts and minds are completely absorbed in the work of bettering the lot of mankind, and that the governments of the world will place that burden on men whose qualifications at least approximate those so warmly recommended by Mr. Busch?

SAMUEL V. SPKY

Pittsburgh, Pa.

Sirs,

While in Rome on the staff of The Stars and Stripes Mediterranean during the past year, I was often a guest of Ambassador Kirk's at the Barberini Palace. At the G1 Friday luncheons or on other occasions there always appeared the inevitable silver containers filled to the brim with billowy, fluffy, delicate, soft gray ostrich feathers.

JOHN WELSH III

Kansas City, Mo.

CONTINUED ON PAGE 12



At autumn time in Old Virginia, all nature is aflame with golds and scarlets, in tones that pale the most lavish palette. Romance, too, is still a reality in the Old Dominion and living is still gracious.

Virginia's famous beach resorts

Here's diversion with a historic setting... here's a land you'll remember.



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for
LITTLE
"MAID"



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IDEAL FOR FIRST AID...
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Foe of Infection

*Good-bye to
Bulbsnatching!*

now you can get the

G-E LAMPS

you need!

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of lamps for Better Light.
Prices as low as

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PRICES SHOWN DO NOT INCLUDE TAX



BUY MORE WAR BONDS

GENERAL  ELECTRIC LAMPS

Remember the constant aim of G-E lamp research... to make lamps *Stay Brighter Longer!*

Hear the G-E radio programs: "The G-E All-Girl Orchestra", Sunday 10:00 p. m. EWT, NBC "The World Today" news, Monday through Friday 8:45 p. m. EWT, CBS, "The G-E Houseparty," Monday through Friday 4:00 p. m. EWT, CBS.



BLACK SUEDES

by

Naturalizer
THE SHOE WITH THE BEAUTIFUL FIT



The interested woodpecker has stopped his pecking to gape at one of Naturalizer's new black suede pumps. Like all Naturalizer Shoes, it fits so beautifully, it looks good from any angle... from front and back, in profile and three-quarters, outside and inside, right side up and upside down.

\$6⁹⁵
SLIGHTLY HIGHER
DRESSY WEAR

the shoe with the beautiful fit

NATURALIZER DIVISION, BROWN SHOE COMPANY, ST. LOUIS

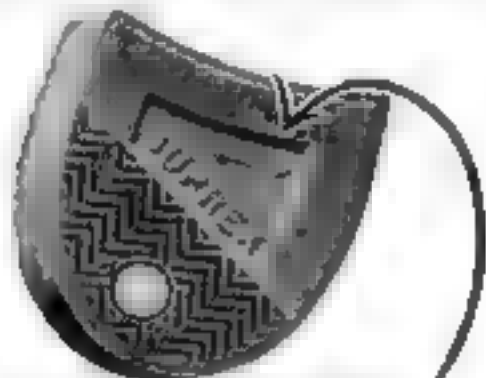


JOHNNY SHOEMAKER SEZ..

"War or no war, a lotta folks still fall head over heels in love!"

But when it comes to using your "head" over "heels" . . . wise folks ask for long-wearing Hood Suprex Rubber Heels.

In these days of shoe rationing, it's good to know that Hood Suprex Rubber Heels make your shoes wear longer. Look for the Hood Arrow."



LOOK FOR THIS ARROW



HOOD RUBBER COMPANY
a division of
B. F. Goodrich

Helen Harper
NEW U.S. PAT. OFF.

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America's Best Loved Classics

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United States • Canada • Argentina

CELEBRATING HELEN HARPER SWEATER WEEK IN
CANADA . . . WEEK BEGINNING SEPTEMBER 3rd

LETTERS

Sirs:

Is there such a word as "mingy?" Mr. Busch used it, but I do not find it in Webster's Collegiate Dictionary. . . .

LISA LEAVITT

Spring Lake, N. J.

● Mr. Busch is a stylist whose vocabulary is not limited to dictionaries. He explains, "mingy implies a degree of parsimony between mean and stingy."—ED.

SCOTT-POWELL

Sirs:

I did not like your story on the wedding of Congressman-Preacher Adam Powell and Pianist Hazel Scott (LIFE, Aug. 13).

May I say that it is bad enough for a preacher to marry a nightclub girl but it is still worse to show the pictures.

MRS. WILLIAM SULLIVAN
Chattanooga, Tenn.

TWO CHENNAULTS

Sirs:

Credit LIFE with an "assist" in relieving some hard, bleak days for Pfc. Julian Mackewicz, of Providence, R. I., while he was a prisoner of war.

One day in Italy he got a copy of LIFE of May 20, 1944 from the Red Cross. A commercial artist by trade, he admired a drawing of General Claire Chennault by LIFE Artist Tom Lea and tore out the page to save in his breast pocket.

About a month later he was taken prisoner by the Germans. The page from LIFE was still in his breast pocket. Swiss Red Cross officials distributed drawing paper and pencils. Mackewicz consumed five days and twelve pencils reproducing Tom Lea's drawing. Result: this reproduction.

CAPTAIN GEORGE YANKO
Public Relations Officer
Cushing General Hospital
Framingham, Mass.



LEA'S CHENNAULT



MACKEWICZ'S CHENNAULT

GLORIOUS FISH DISH that's really a change!



40-FATHOM FILLETS

baked with vegetables

2 packages quick-frozen 40-Fathom Fillets (Cod is grand)
1 1/4 cups cooked tomatoes
1/2 cup sliced celery
1/4 cup finely diced onion
1 teaspoon sugar
1/2 teaspoon salt
dash of pepper
1 cup each—cooked green beans, peas, carrots

1. Place quick-frozen 40-Fathom Fillets in greased baking dish. Sprinkle with salt and pepper. Be sure to use 40-Fathom Fillets! Quick-frozen right at the water's edge, they have a wonderful fresh-caught flavor!

2. Combine cooked tomatoes, celery, onion. Add sugar, salt, pepper. Cook, covered, 5 minutes. Add cooked beans, peas, carrots. Pour mixed vegetables around fish. Sprinkle with paprika. It's easy to prepare tempting dishes with 40-Fathom Fish. All meat . . . boned for no waste . . . no unpleasant "fishy" odors!

3. Bake in hot oven (450°F.) 30 minutes, or until done. Stir vegetables occasionally. Makes such a tasty dish, you'll ask for 40-Fathom Fillets every time! (This recipe makes four to six servings.)



40-FATHOM FISH, INC., BOSTON, MASS.

Spearmint at its best!



Beech-Nut
SPEARMINT GUM

Until final Victory, you may not always find this delicious gum. It is still being shared with our fighting men.



TIRED AND THOROUGHLY DIRTY FROM A HARD DAY'S PLAY, DUNK PADS ALONG THE ROADBED WHILE LARRY PRACTICES THE DELICATE ART OF WALKING ON RAILS

SPEAKING OF PICTURES . . .

. . . THESE RECORD THE PLEASURES OF A BOY AND HIS DOG

Summer is the time when Larry Jim Holm and Dunk can be together all day long. Larry is 12 years old and lives on a farm near Oskaloosa, Iowa. Dunk is 18 months old and is part spaniel, part collie. Sometimes there are chores to do but most of their time is for fun. Larry and Dunk know every foot of

the 16-acre farm. They keep close tabs on the ripening blackberries, although Dunk really prefers field mice. Sometimes they hunt gophers or dam the brook in the back lot. Sometimes they catch a turtle so Larry can carve his initials on it.

The best fun is fishing, when Dunk helps dig fat an-

gleworms and goes off with Larry through the meadow, across the pasture (keeping away from the bull) and over the hill to the creek. They always jump into the creek for a swim. Then they go home for a quiet evening, most of it spent on the living-room floor. "A guy's almost an orphan without a dog," says Larry.



DUNK HAS LEARNED HOW TO OPEN DOOR WITH NOSE



HOLDING ON TO DUNK, LARRY WAVES AT ENGINEER



MOWING THE LAWN GOES BETTER WITH DUNK ALONG



HE DOESN'T LOOK IT, BUT DUNK ENJOYS THE WATER



DUNK WAITS PATIENTLY WHILE LARRY FEEDS CALVES



TURTLES ARE AMONG MANY WONDERFUL DISCOVERIES



THEY GO TO OSKALOOSA TO SEE THE CIRCUS COME IN



LARRY WAITS PATIENTLY WHILE DUNK EATS SUPPER



ALL TIRED OUT, THEY REST AGAINST AN OAT SHOCK



A kiss to seal their marriage vows. The simplicity of her white jersey "Julet" gown accentuates the flawless perfection of Barbara's skin... highlights the fresh, fair beauty that first caught his heart.



"I'm so happy," she says, "that I had the Woodbury Facial Cocktail habit before I met De V. I'll always care for my skin the Deb way. Plenty of creamy Woodbury lather first. Then a double rinsing—warm and cold. Makes your skin feel so soft!" (That's because Woodbury Facial Soap is made by skin scientists for the skin alone. In cake form only!)



"Coming out" photo of Barbara. Cholly Knickerbocker, famous society reporter, named her one of the season's loveliest Woodbury Debs.



Feeding the pigeons in Central Park was part of the fun of their first leave together in New York. While he's at sea, Barbara does her bit to "hasten the day" by working on War Bond Drives. "It's one way everyone can help," she says. "Buy bonds and keep them!"

ANOTHER WOODBURY DEB JOINS THE "YOUNG MARRIEDS"

It all began at a dance at Annapolis...
the romantic courtship of Barbara Overton Mosby of Virginia,
and Lieut. Willard Wendall De Venter, U.S.N.



When his ship comes in, she shows off her skill at making his favorite dishes. "When I met De V., I knew just one recipe—my Woodbury Facial Cocktail!" Fastest way to a man's heart, Barbara!



Yes, it's love at first sight for the girl with a soft-smooth Woodbury Soap complexion. Extra mild for delicate skin, Woodbury contains a special costly mellowing ingredient. A beauty treatment in cake form... you'll love it, too!

SPEAKING OF PICTURES

CONTINUED



Fishing is their favorite summer pastime. They rarely catch very many and the fish are usually pretty small, but Dunk always shows an interest in a wet, wiggly catch.



Off for home, Larry and Dunk trudge down the country road with a good-enough mess of fish. Larry says, "Jeepers, I wouldn't take a hundred dollars for Dunk."



At the end of the day Larry sprawls out with the funnies and Dunk collapses on the floor, heaves a dog-weary sigh and wiggles up as close to Larry as he possibly can.

AMAZING PROFESSIONAL MOTHPROOFING METHOD now available for home use



NO ODOR • NO WRAPPING • NO STORING AWAY

JUST a few minutes spraying with LARVEX—and Mrs. Neal has saved her husband's new suit from moth holes for a whole year.

Now Mrs. Neal won't have the bother of wrapping up this suit or storing it away! She just puts it back in the closet on its usual hanger.

WHY? Moths will actually starve to death before they will eat LARVEXED clothes, sofas, or rugs!

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And, LARVEX is inexpensive—only 79¢ per pint, \$1.19 per quart. Dry-cleaning won't impair its year-long moth-protection, either. Washing removes LARVEX but dry-cleaning does not.

Protect all your woolsens this professional way. Use LARVEX!

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SURE! See this spectacular display at your Larvex dealer's. A covered dish showing treated and untreated cloth with live moth worms. Proof right before your eyes that moth worms will not eat LARVEXED fabrics!



LARVEX

Reg. Trade Mark

ONE SPRAYING MOTHPROOFS FOR A WHOLE YEAR



Your mirror can't tell you what's wrong!

YOUR BEAUTY is dazzling, says your mirror. But it can't go on to tell you why you're a *dateless* dazzler.

It can't warn you to put your trust in Mum—and keep your charm from fading away with your bath freshness.

Why let loneliness happen to you? Remember, your bath washes away *past* perspiration, but Mum guards against risk of *future* underarm odor.

Mum smooths on in 30 seconds. Keeps you safe from offending odor all day or evening. Now the men you meet agree with your mirror. For you're just as sweet as you look.

Mum won't harm skin or injure fine fabrics. Won't dry out in jar. You can use Mum before or after you're dressed.

For Sanitary Napkins—Mum is gentle, safe, dependable....ideal for this use, too.



Product of Bristol-Myers

MUM
TAKES THE ODOR
OUT OF PERSPIRATION

LIFE

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LIFE'S COVER

The girls cuddled in the two double beds on LIFE's cover were guests at Tina Leser's "barnwarming" house party (pp. 104, 109). From left to right: Jean Calves, Joyanne Thomas, Winkie Van Lennep, Miss Leser and Barbara Maason. Standing up is Anna Brewster. In such crowded quarters the girls did not sleep very well. One got up and went for a swim. Two others wandered around until they found unoccupied beds nearby. The bedroom was once the groom's quarters in Miss Leser's remodeled barn.

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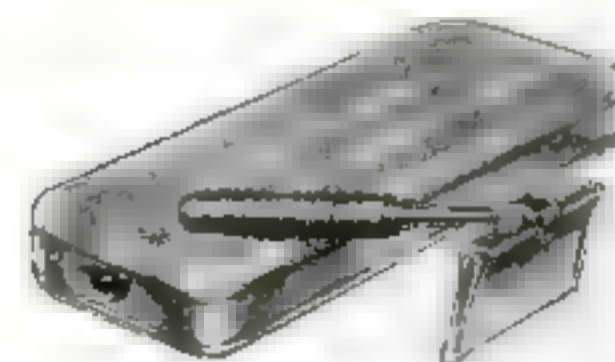
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For some months to come Rolls Safety Razors will continue to be sold only at Post Exchanges and Ship's Service Stores. Even so the demand from our fighting men far exceeds our ability to supply.

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'SPUR-OF-THE-MOMENT' SUPPER FEATURES

Old-fashioned, chickeny noodle soup!

WITH Lipton's Noodle Soup, you can fix every bit of this grand supper in less than 25 minutes!

First course—big, steaming bowls of this rich, chickeny-tasting noodle soup, with the fragrant broth and tender noodles that only *fresh-cooked* soups can have! (Lipton's, you see, is soup you actually *make fresh*—just by emptying the wonderful soup mix into boiling water and cooking 7 minutes!)

To serve 6 people, you need just a 10¢ package of Lipton's—and you'll serve them the grandest, old-fashioned noodle soup since the days of grandma's own soup kettle!



SPUR-OF-THE-MOMENT SUPPER

Lipton's Noodle Soup
Crackers
Cold-Cut Salad
Sliced Tomatoes
*Jiffy Jam Delight

*Jiffy Jam Delight. With Lipton's fresh-made goodness at the beginning, and this picture-pretty dessert—your spur-of-the-moment supper's going to be a triumph! Dip 12 rounds of bread in egg nog mixture (made by mixing 3 beaten egg yolks, ¼ cup milk, 3 tablespoons sugar, ¼ teaspoon vanilla). Place two rounds of bread in each sherbet glass with strawberry (or other) preserves between. Top with meringue (made by beating 2 egg whites until foamy and adding 2 tablespoons sugar gradually, beating until stiff). Garnish with preserves. Serves 6. Put Lipton's Noodle Soup on your shopping list—and be ready to fix this quick supper at the drop of the hat or a drop-in guest.



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CARTON

LIPTON'S CONTINENTAL
NODLE SOUP

Made by the makers of brisk Lipton Tea





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...SEAL YOUR LOVE VOWS
WITH A HOPE CHEST"

SAYS *Shirley Temple*

Shirley Temple co-
starred with George
Ruggers and Joseph
Cotton in the New York
International Picture

"I'LL BE
SEEING YOU"

Hold Her with a Lane

LANE UNITES LOVERS THROUGHOUT THE WORLD

SERVICEMEN, THEMSELVES,
WRITE US:

"It means so much to know your
loved one received something
she *always* wanted. It sort of
makes up for not being there
to itself."

"It's wonderful for one's morale
to receive a letter like I did,
telling me how much she likes
her beautiful Cedar Chest."

"I feel that a Hope Chest would

help my girl spend the lonely
hours, putting our hopes and
thoughts of the future in it."

"Naturally, the first thing to
start a home is a cedar chest."

"It will provide one of those
ties that help build the future."

"Another instance of the things
worth fighting for."

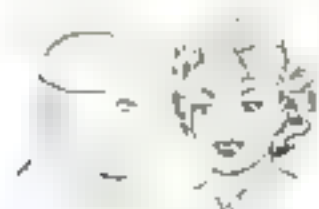
Only a few excerpts, taken word-for-
word, from actual letters received.

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THIS ROMANTIC LOVE GIFT



TO MEN AND WOMEN IN THE ARMED SERVICES:

If you wish to buy a Lane Cedar Chest and
do not know name of Lane Dealer where
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Hope Chests can be had in many styles and woods

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Cedar HOPE CHEST

THE GIFT THAT STARTS THE HOME

LANE is the only chest with all these MOTN PROTECTION
features: Built of 3/4" thick American Red Cedar in accordance
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Chests combine romantic tradition with nature's own
moth destroyer... Red Cedar aroma. LANE Hope
Chests are the world's only chests pressure-tested for
air-tightness. You get a free insurance policy written
by one of the world's largest insurance companies.

No. 2101 Front model of 4 piece
pressed American Sassafras Walnut
with drawers painted black. New
Chests made of American Walnut
have fine pressed American Walnut
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LIFE'S PICTURES

At the age of 26, Myron Davis, who photographed the Speaking of Pictures about the boy and his dog (pp. 14-17) and the scenic wonders of Texas' Big Bend National Park (pp. 68-73), is a veteran of LIFE's photographic staff. He has spent nearly two years covering wartime Washington and a year in the Pacific theater. In his spare time Photographer Davis enjoys ballet, wrestling, finger painting, kiteflying and taking pictures of his new son, Glenn Arthur, who is 3 months old.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

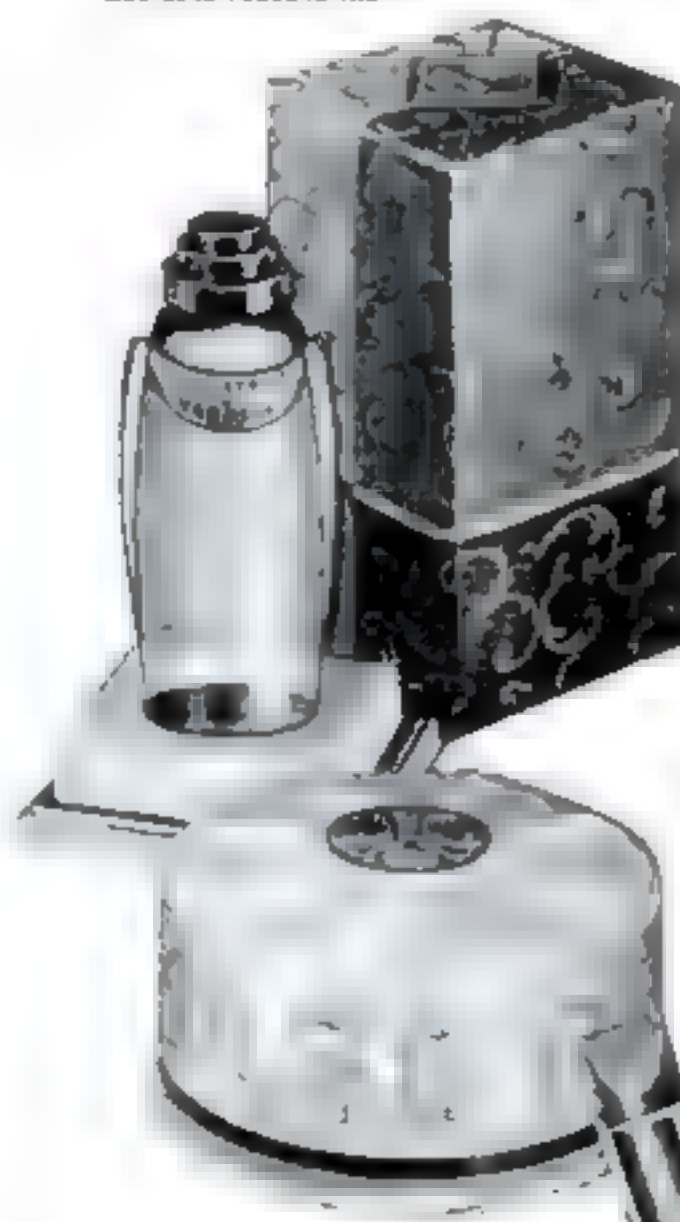
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New leaf...now turning

You won't find it on the calendar . . . you simply feel it coming! That day, once in every autumn, when you know an urge to start afresh. Your moment, then, for "Bond Street" . . . perfume, gala-wrapped, and companion beauty aids . . . by Yardley, to give a lovely turning to your "new-leaf" self.

"Bond Street" Perfume: \$13.50, \$8.50, \$4.50, \$2.50.
Powder: See ROSE TAN, one of the eight famous "English Complexion" textures, \$1.
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AND 20% FEDERAL TAX



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ON IE SHIMA AIRFIELD TWO U.S. GUARDS WATCH ARRIVAL OF JAPANESE SURRENDER ENVOYS IN A JAP TRANSPORT PLANE PAINTED WHITE WITH GREEN CROSSES

THE JAPS GET MACARTHUR'S ORDERS

The first Japs to come peaceably out of their bomb-battered islands landed on the tiny isle of Ie Shima, next to Okinawa, at 12:44 p.m. on Aug. 19. Their two Betty bombers (Mitsubishi OBOs) were painted white with green crosses according to General MacArthur's instructions and Ie Shima's Birch airstrip was marked with two white crosses. There were 16 members in the glum group headed by stony-faced, stumpy Lieut. General Torashiro Kawabe. GIs were more interested in the 12 crew members. The Jap pilots looked like Hollywood's picture of them: short, determined men with immobile faces and gleaming eyes, stuffed into padded suits and sheepskin hats.

Everything at Ie Shima was cold formality as the

Japs shifted to an American transport which flew them to Manila. As their plane purposely swooped low beneath the clouds, the Japs rushed to the windows and gaped at stupendous U. S. developments on Okinawa. They ate a box lunch, asked for seconds on pineapple juice and offered the Americans Jap cigarettes and tips in U. S. currency. Both were politely refused. In Manila the Jap envoys were received correctly but coolly by courtly Major General Charles A. Willoughby and his aides. As the little Japs, dwarfed by their clanking samurai swords and by the tall Americans, walked woodenly across Nichols Field, some GIs yelled, "Banzai! Banzai!" at the Japs, who gave no indication that they heard the sarcastic yell.

Three hours after their arrival Kawabe presented his mission's credentials to MacArthur's chief of staff, Lieut. General Richard K. Sutherland. Nineteen hours later the Japs departed, their brains and brief cases bulging with orders for the surrender and the occupation. They did not even glimpse their future ruler, MacArthur, whose habitual aloofness was now a distinct asset in his position as Japan's governor.

Flown back to Ie Shima in a U. S. transport, the Japs transferred quickly to their Bettys. The first white Betty took the air gracefully. The second ignominiously plied into a ditch. No one was hurt. The plane's crew did not bother to commit *hara-kiri*. Jap airmen who had lost a war did not now mind losing face.



At Ie Shima Japanese soldiers with luggage to board the American C-54 for Manila. Newsclips and letters were swapped between the Japanese and Americans who were also coming home.



Bouquet of flowers, brought by pilot, was taken as peace, so the 1st member of the Japanese crew of plane. U.S. troops were waiting and the pilot was to be seen as the first.



Boarding U.S. plane for Manila flight 1. Japs climb up the ladder in order of rank. Military men were their security guards. The VTC plane had soft-cushioned chairs called "MacArthurs."



At Manila the Japanese debark, led by U.S. Colonel Leo Dawson. The 930-mile trip from Ie took a little over four hours, included an eye-filling flight over American bases on Okinawa.



Americans wait for the arrival of Japs at Nichols Field, Manila. To receive the little men of Nippon, MacArthur sent one of his biggest generals, Charles A. Willoughby (at left in center

group), chief of intelligence, who was born in Germany and originally named von Tscheppe-Weiderbach. In a roped-off area were thousands of curious GIs anxious for a look at the Japs.



Prolfered hand of Lieut. General Tomashiro Kawabe, vice chief of the Japanese general staff, is almost taken automatically by Colonel E. F. Mashbir, MacArthur's expert on the Japs (*above*). Suddenly Mashbir thought better of it and, by a jerk of his thumb, told the Jap to move along.

General Willoughby leads the Japs (*below*) off the airfield after a curt exchange of salutes and perfunctory greetings. The Japs were driven to their quarters and three hours later formally presented their credentials to MacArthur's chief of staff, Lieut. General Richard Sutherland.





Preliminary surrender conference is held in Manila's city hall. The Americans, with their backs to camera, are (left to right) Major General C. A. Willoughby; Major General L. J.

Whitlock; Admiral F. P. Sherman; Lieut. General R. K. Sutherland, chief of staff; Major General S. J. Chamberlin; Brig. General D. R. Hutchinson and an interpreter. The Jap

delegation (left to right) are Captain Yoshida; Captain Omar; Rear Admiral Yokoyama; Lieut. General Kawabe; Major General Amano; Colonel Yamamoto and a Jap interpreter.

THE JAPANESE MIND IN DEFEAT

GENERAL MACARTHUR'S EXPERT ANALYST BELIEVES THAT THE JAPS LIVE ON THE VERGE OF HYSTERIA

by SHELLEY MYDANS

The following dispatch by wireless from Manila is based on the views of Colonel Sidney F. Mashbir, General MacArthur's chief adviser on Japanese affairs. Colonel Mashbir has been studying the Japanese people for 25 years, much of that time in Japan. He remained comparatively unknown until the Manila surrender negotiations (see p. 23).

The idea that "no one can understand the Japs" is one of the popular fallacies of the war. By tradition and mass habit the Japanese is a hysteric. Extremely emotional, he has been kept by his own ancient social system in a precarious balance between hysteria and complete submission. Under extreme emotional stress—like sudden victory or sudden defeat—he becomes so obsessed that he loses his civilized human teachings and is likely to go on a rampage of rape, torture and murder. He will even bayonet babies, as he did in the Philippines and before that at Nanking, although he is extremely fond of children. In defeat he will indulge in illogical banzai charges and suicide.

It was for this reason that the Japanese government stalled three days in announcing acceptance of our surrender terms. The military clique, fearing that sudden news of defeat would loose an orgy of suicide and murder throughout the homeland, needed time to prepare their countrymen's minds for the national catastrophe. It was the same as when the B-29s first came over and Radio Tokyo screamed at the people, "Prepare your mental attitude! Prepare your mental at-

titude!" When defeat came the militarists, aware that the people's frenzy might be turned against them, had the emperor's rescript warn against "fraternal contention" and reminded the people that "the first duty of every Japanese is to obey the last word of the emperor."

By their stalling the militarists were counting heavily on the blind, obedient belief of every Japanese in what he has been told. This is drilled into the child and later the man and if there is any faltering an efficient police force goes into action. In 1939-1940 there were 80,000 arrests in Japan for violation of "thought control" laws.

The bitter pill

The Japanese revere their emperor as a god but they are accustomed to seeing him shorn of temporal power. For hundreds of years the shoguns treated the emperors as pawns. Thus it should not be too difficult for the American Supreme Commander to take over the temporal power provided he takes shrewd advantage of the emperor as a spiritual institution. In fact, there are Japanese people who are as eager as the rest of us to get rid of their feudal-fascist military leaders. A Japanese civilian, who was captured by the Americans on Luzon just before the surrender, said, "Let the army lose a war once and let them swallow their bitter pill so that they will leave the people to enjoy peace."

However, such a bitter pill sets them up to

ridicule, to which they are extremely sensitive. In prewar times when a man borrowed money he signed his IOU, "If I do not repay this money at the proper time, I give the bearer the right to laugh at me publicly." (If he couldn't pay up, he could always commit suicide and avoid the humiliation.) During this war when the Japanese soldiers went aboard their transports they were told to follow abandon-ship orders to the letter and to always keep a calm front toward the enemy. "If there is confusion and you scramble for lifeboats," their officers threatened, "the enemy will take motion pictures of you and you will look ridiculous."

The Japanese think that we are barbarians. They undoubtedly will hate us very deeply for many years because of their sons and fathers killed in battle and the cities laid waste by the new atomic bomb. They were led to believe up until the last that they were winning the war, and now they must suffer a dreadful loss of face in discovering that their predestined supreme world order of *Hakko Ichiu*, under which "the eight corners of the world" will be brought under the Japanese roof, has failed them.

Aware of this, our occupying troops can be most effective in dealing spontaneously, openly and directly with the bewildered Japanese masses, in the hope that they will eventually prove to be cooperative. If we do not give their fascist and military leaders a new opening, perhaps in two generations or so the Japanese people will finally begin to learn the meaning and value of democracy.



SHORT IAP GENERAL KAWABE ENTERS CONFERENCE
ALONGSIDE TALL AMERICAN GENERAL WILLOUGHBY

THE STATE DEPARTMENT

INSTEAD OF ANOTHER FACE LIFTING, NOW IS THE TIME FOR A CHANGE OF HABITS

The Department of State was reorganized twice by Cordell Hull and once by Edward R. Stettinius Jr. Now James Francis Byrnes, the new Secretary of State, is seeing what he can do about "the old lady on Pennsylvania Avenue." Already he has a new Under Secretary, Dean Acheson, and two new Assistant Secretaries.

But new names do not add up to the thorough going-over which the old lady needs. Mr. Hull really liked her the way she was. Mr. Stettinius merely had her face lifted. Mr. Byrnes must realize that the trouble is deeper than that.

The primary difficulty, of course, is that the Department of State, like most old ladies, is set in its ways and its ways are not of this generation. For at least 25 years it has lived on a side street of the world, quietly assuming that if it minded its own business everybody else would mind his. And while the events of these years have shaken it badly, it is still not quite able to break with old habits of procedure and mind. Like Rudyard Kipling, the old lady believes in "judicious leaving alone" and the theory that a crisis postponed is a crisis averted.

Unfortunately that theory doesn't work any longer. The German crisis of the 1930s was not averted by being postponed, nor was the Japanese crisis, nor, more recently, the successive political crises over Poland, France, Italy and conquered Germany. Each grew progressively worse until it had to be settled. By the time we did intervene, the best opportunity for decisive action had passed.

We're Not Rubes

Many charges are leveled against the Department of State, not all of them accurate or fair. There is little basis for the contradictory charges that it is filled on the one hand with "leftists" who would drag us after the Russian chariot, or with "rightists" conspiring to uphold Franco in Spain or Perón in Argentina.

Nor is it true that the home personnel of the Department, while in need of new blood, is inept or incapable of dealing with the wily British and Russians. The problem is serious enough without adding the old illusion that the American statesman is an ingenuous rube who is constantly being horn-swoggled by the clever and wicked foreigners.

The State Department's real weakness can be put like this. The past generation has witnessed a great revolution in world affairs. The great centers of industrial power have been moving from Germany, Britain and France to the U. S. and Russia. But throughout that time the Department has not been able to introduce any steady, considered basic policy for dealing with the implications of this vast and portentous development.

Even today we have only the vaguest policy of "going along" with Russia and Britain. We have not really thought through the broad purposes of that policy or defined clearly our objectives in relation to Russia, Britain, China, Italy, France, Japan or occupied Germany. In this respect, the old lady

on Pennsylvania Avenue has the weaknesses of most of us these days. She is so preoccupied with the urgencies of each day that she does not find time to relate her daily actions to any basic philosophy about their purpose.

The group charged with the primary responsibility of defining basic U. S. foreign policy is the Secretary of State's staff committee. This meets every morning at 9:15 and is made up of the Secretary of State as chairman, the Under Secretary, the Assistant Secretaries, the Legal Adviser, Green Hackworth, and Dr. Leo Pasvolosky, a gnomish little man who has forgotten that the name of the Department was changed from "The Committee of Secret Correspondence" in 1777.

These men cannot be blamed entirely for the present situation. Like President Truman and Secretary Byrnes, they are not the architects but the inheritors of the problem. Even those who survived the recent spate of resignations had been in office only since last fall, and two Big Three meetings and two important international conferences, among other things, were crammed into that short space. But it is significant that during those few months the Secretary's staff committee had found almost no time to discuss at any length the broad questions of basic U. S. political strategy as distinguished from the day-to-day questions of political tactics.

Cables and Policy

It is a favorite saying at the State Department that "policy is made on the cables." By this is meant that the day-to-day answers to the cables from the foreign-service officers abroad tend to determine policy rather than any careful over-all policy planning. This has been recognized as a weakness in the State Department for years. Even Mr. Hull recognized it; in 1937 he sought to divorce the heads of the various major offices of the Department from operational routine and turned them into "political advisers." But this plan was eventually abandoned and today the members of the Secretary's staff committee are still so tied down with routine that they have little time to think about anything else. Questions are dealt with piecemeal, usually after they have reached the urgent stage, and often each one is decided in complete isolation from the rest. This habit is partly responsible for many anomalies in our foreign policy today.

On the one hand, the Department says that our policy is not to interfere in the domestic affairs of other nations. Yet we have not only intervened in the domestic affairs of Poland, China and Italy but have joined a world security organization which vows to interfere in the domestic affairs of any nation if those affairs seem to threaten the peace.

By our leadership in the San Francisco Conference we intended to demonstrate to the world that the U. S. is going to use its power for stability and peace. Yet, immediately thereafter, we bewildered our friends by preparing to withdraw our troops from Italy long before there was any stability in that country.

These and other anomalies do not exist because Americans lack the capacity for planning. In the military field, our planning has been brilliant. The State Department itself has, in special circumstances, shown capacity for planning. Even before we entered the war, it set up several advisory committees on post-war problems on which acknowledged experts from outside the Department—men like Hamilton Fish Armstrong, Isaiah Bowman and others—did constructive work. One of their tasks was to plan a world organization that would a) assure Russian participation and b) pass the U. S. Senate. The success of the San Francisco Charter was the reward of that planning. Why stop there?

A General Staff

It is easy to oversimplify the State Department's problem. Under our constitutional system it cannot always plan with assurance of congressional support. Nor can it be more effective than the administration which controls it. But admitting all this, is it not time to consider the creation of a full-time general staff in the Department? Its job would be to re-examine our foreign policy, to define it as a whole and to prepare in advance for foreseeable tests of policy, such as the meetings of the Council of Foreign Ministers which begin this month. This general-policy staff might well be part of the projected new office of Counselor of the Department, an office said to be promised to Benjamin Cohen. And the men who serve on it should be comparatively free of administrative duties.

The need for an over-all plan of foreign policy is urgent for two reasons. First, as the recent Washington pun had it, the State Department has been "fiddling while Byrnes roams." It is expecting a change and is ready for change. But if it gets no more change than a few new faces, the Department will soon relapse into its old, passive ways.

The second reason is more important. We have now entered a critical era of our foreign affairs. In the next few months Europe and Asia will be reformed. Our decisions will not only affect American lives but help determine the future of half the human race. It is an immense responsibility. As now constituted, the State Department is not prepared to meet it.

PICTURE OF THE WEEK: ➡

A record 28 U. S. soldiers filed or were wheeled into the White House last week to receive from President Truman the nation's highest award for valor—the Congressional Medal of Honor. To deserve it each had shown extraordinary heroism in attacking the enemy or aiding his comrades. Sgt. Ralph Neppel, 21-year-old Iowa farm boy (*opposite*), won his medal near Birgel, Germany. Even after a shell had severed one leg and shattered the other beyond saving, he stopped a German tank's counterattack by killing its infantry support with his machine gun. In the White House, his knees covered by big leather pads, he grinned with embarrassment when his girl kissed him.

Ralph Heppel, his new Congressional Medal of Honor around his neck, gets kissed in White House by his fiancée, Jean Moore





Unemployment demonstration is staged by C.I.O. members in Chicago after peace canceled out 85,000 jobs. Richard T. Frankensteen, vice president of the United Automobile Workers

and candidate for mayor of Detroit, demanded that \$30 billion appropriated but not spent for war be given to discharged war workers. One poster asked 48 hours' pay for 40-hour week.



Heading back home to Minnesota from a vanished war job in California, a family in car and trailer travel along Route 66, famous as the highway which the Okies once took into California.



Discharged worker Lee Mobley, with his wife and daughter, stops at the California-Arizona line on his way home to Tennessee. He worked in shipyards, was discharged when Japan quit.

PEACE BRINGS TEMPORARY UNEMPLOYMENT

The U. S. was learning last week that all was not gold under the rainbow of peace. With the end of war production came the end of full employment. In Detroit, San Francisco, Kansas City—across all the land in the big and little shipyards and factories where victory had been forged and the war boom born—the machines stood idle. In Bridgeport, Conn. 25,000 workers were let go. In Milwaukee it was 16,500; in Baltimore, 32,000, in Los Angeles, 47,000; in Detroit, 200,000. The War Manpower Commission estimated that by mid-

December there might be as many as 6,200,000 out of work. Already unemployment demonstrations (opposite page) reminiscent of the '30s were being staged in Chicago, New York and Philadelphia.

This was no depression. This was not even an indication of a coming boom or collapse. Temporary unemployment like this was expected and unavoidable while industry reconverted to civilian production. But the sudden end of the war had caught both business and government unprepared. Congress was summoned

back to an uneasy Washington. Labor demanded an increase in unemployment insurance, passage of the Murray Full Employment bill. Business demanded (and got) assurance that wartime controls over industry would be removed as quickly as possible. By week's end only 40 of WPB's 640 restrictive orders were still on the books. Only a few wartime vestiges, such as the draft, price-control and rationing of some goods and food, remained. The way to unlimited production of everything Americans wanted (see pp. 32-33) was opening up.



Lines of job seekers reach around block outside a New York office of the U.S. Employment Service as men and women wait to apply for peacetime work. There was plenty available but not

always the kind workers happened to want. In Queens a man, disgusted with being a waiter, applied for another job. Asked what kind, he said a "war job." He was told the war was over.



Nylon stockings will be in stores by Thanksgiving or Christmas. Two-way-stretch girdles made of natural rubber will be

unavailable for a year, but one like this, made of synthetic rubber, can be bought today. The girl's name is Ruth Woods.

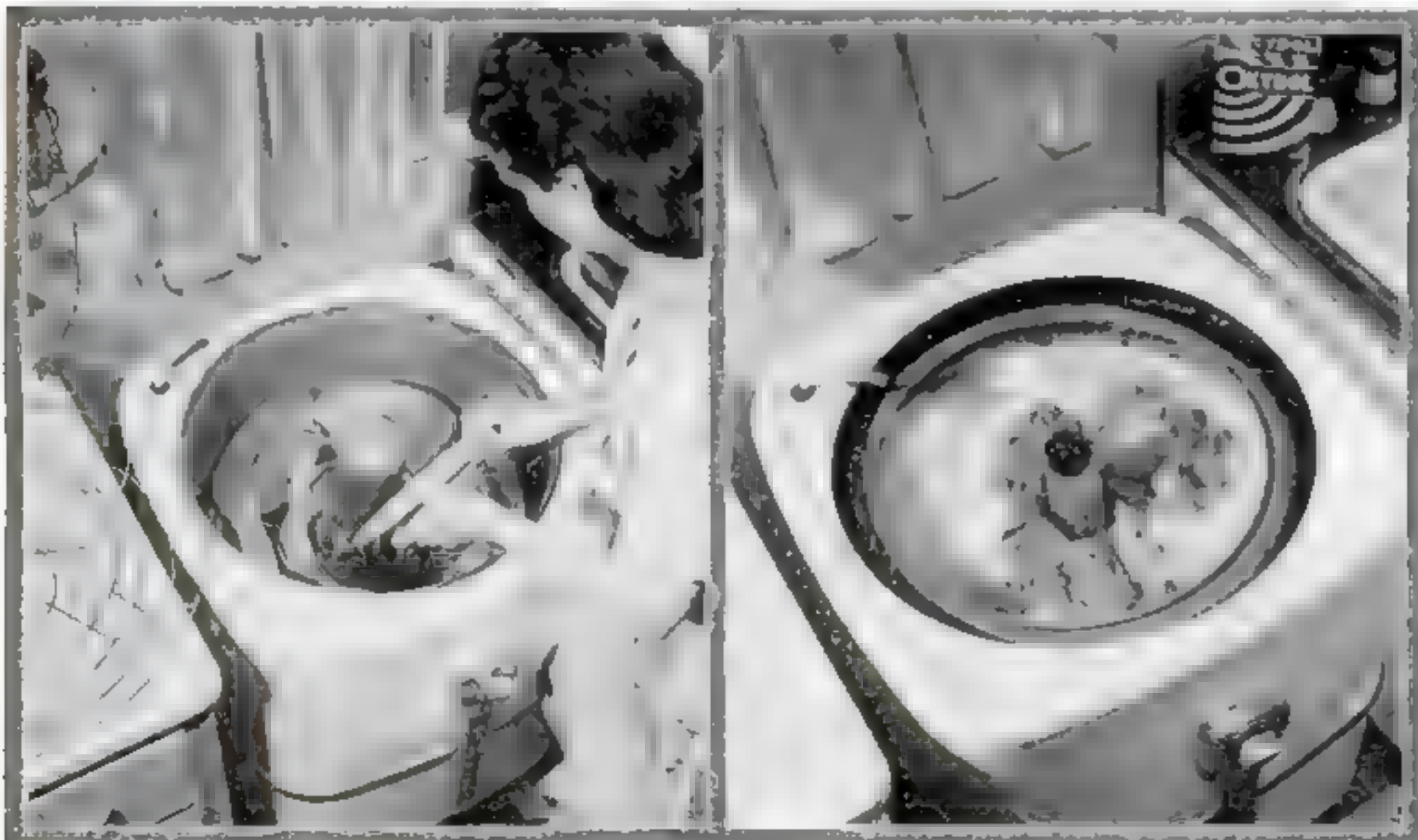
Peace CONTINUED

MOST PEACETIME GOODS ARE ON THEIR WAY BACK

The American buying public faced the postwar world like a thirsty desert traveler in sight of Niagara Falls. Gleeefully they went out and filled their tanks with unrationed gas. In their rickety old cars and on old tires they motored off to mountains and seashores, strewing the highways with breakdowns. They poured into grocery stores to buy canned goods without blue points, into department and hardware stores to buy surplus military blankets, mess kits, ammunition cases and rubber life rafts. Gloatingly in their newspapers they read the glad news: automobiles by next year, unrationed beef in a few weeks, nylons perhaps by Thanksgiving, tires by January, radios in three months, alarm clocks next month, ration-free shoes by October, cheaper cotton dresses almost immediately, telephones by early 1946, plenty of whisky right away.



Garbage-disposal unit, fitting into a new or old sink, will sell for \$89.50 and will be on the market within next two months.



Automatic washer will be put on the market early next year. It can be operated as a dishwasher (*left*) or as a washer for

clothes (*right*). The washer also peels potatoes and, with the aid of another tub for ice and salt, it can freeze ice cream.



Rotary ironer to press sheets, pillow cases and tablecloths will be put on sale sometime in the next two months. Cost: \$31.95.



NEW P-38 PARTS ARE THROWN ON SCRAP HEAP AT PLANT IN NASHVILLE. PLANES WERE 10% TO 60% COMPLETE WHEN DESTROYED. JUNK DEALERS BID FOR THE METAL

PLANES ARE SCRAPPED EVEN BEFORE THEY ARE FINISHED

Telegrams announcing cancellation of billions of dollars of war contracts were sent to manufacturers within an hour after President Truman announced Japan's surrender. By last week cancellations amounted to about \$35 billion. Almost \$10 billion was in airplane con-

tracts. Of the total Army Air Forces 1946 program, 94% was canceled. Virtually the only planes now to be made are experimental types. The fate of the others is symbolized by this picture of new P-38s and P-38 parts thrown on the scrap heap before being finished.



Dr. Karl Renner, 71-year-old Chancellor of Austria's provisional government, is paid only \$15 a month. A Social Democrat, he is backed by Russians, hopes to win U.S. and British recognition. Below: Viennese stream across wooden bridge, the only one over Danube Canal that has been completely repaired.



SCHONBRUNN, HABSBURG SUMMER PALACE, IS NOW OCCUPIED BY BRITISH

ALLIES ENTER VIENNA

City is relatively undamaged but very hungry

Entering Russian-occupied Vienna officially for the first time last week, Allied leaders found a morose, hungry city with scarcely a ghostly reminder of its former gaiety and glory. Although the Austrian capital was not so badly damaged as Berlin or Budapest, approximately 70 per cent of its center had been destroyed beyond usefulness by Allied bombs and German fires. Some of the lovely old buildings like the eastern end of the city were almost intact even to their stonework, but the great ring road on the famed Ringstrasse was wrecked and the interior of the 700-year-old St. Stephen's Cathedral was gutted.

Greatest concern of Vienna's conquerors and its provisional government was that of every war-ravaged European capital—food and fuel. The Austria was cut up like a cake in four pieces, partitioned out for occupation among U.S., Britain, Russia, France. Karl Renner, 71, who heads the temporary regime recognized by Russia but not by the Western Allies, claims that "Austria's economic life is paralyzed by the tight occupation zone lines which prevent us from moving what meager supplies there are from one area to another." Were the Big Four discussed the problem last week, Viennese were glumly queuing up for bread rations and quietly gathering up sticks from the Vienna woods against the coming winter.



Military police of U.S. (driving), Russia (front left), Britain (rear left) and France patrol Vienna together in an American jeep. This symbol helps quell fights between troops since American GIs might not take orders from a Russian MP or vice versa.



Theodor Cardinal Innitzer, Archbishop of Vienna, stands in front of an oil painting of himself which was slashed by the Nazis on Oct. 8, 1938. Innitzer, who lives in a palace next to St. Stephen's, is a Sudeten German. In 1938 he at first welcomed Hitler's Anschluss. The Nazis,

however, turned on him, raiding and looting his home and placing him under house arrest. Today the spry, blue-eyed, 60-year-old cleric favors the Renner government but is keeping out of politics to devote himself to collecting funds for the restoration of battered St. Stephen's.



THIS IS THE COURTROOM WHERE TRIALS WILL BE HELD. AMERICAN SOLDIERS USED IT FOR CLUB AND BAR, LEFT SIGNS AND PIN-UPS BEHIND WHEN MOVED OUT

WAR CRIMINALS

The beaten leaders of the Reich come to Nürnberg to stand trial

On a quiet, cloudy mid-August day two American C-47 transports named Jinx and Boshiko landed at an airfield in Nürnberg, Germany with a cargo of 15 war criminals (*see below*). The passengers—all the top captured Nazis—were hustled off to a somber stone jail where they will await trial. They were a subdued, unshaven, undignified lot. Göring, almost cured of his drug habit, was the only one with any gaiety. Von Ribbentrop was the most depressed.

The long-awaited war-crimes trials will start early

in October in a courtroom of Nürnberg's Palace of Justice. They will be held in public. There will be four judges, appointed by the U. S., Britain, Russia, France, and four prosecutors, similarly chosen. There will be no jury, the vote of three judges constituting the verdict. The Nazis will be charged with crimes against peace (starting war); war crimes (violating laws of war); crimes against humanity (murder and enslavement of civilians). The accused have already made up their minds what the verdict will be: death.



Arthur Seyss-Inquart, Netherlands Gauleiter, peers out behind Dr. Walther Busch, head of bloody "People's Court."



Field Marshal Wilhelm Keitel, Wehrmacht head, steps out while Minister of Interior Wilhelm Frick awaits his turn.



Joachim von Ribbentrop, ex-Foreign Minister, waits humbly for Kurt Daluege, destroyer of Lidice, to leave plane.

The Clock Scene, in which Czar Boris cringes before a vision of the youth he murdered, one of the thrilling highlights of RCA Victor's new BORIS GODOUNOFF Recordrama.



Alexander Kipnis, in an electrifying new RCA VICTOR Recordrama, recreates for you the dramatic opera BORIS GODOUNOFF, sung in the original Russian

• AT LAST—RCA Victor brings to your home the gripping drama of *Boris Godounoff*, the *Macbeth* of opera! It stars the greatest "Boris" of our generation . . . the Metropolitan Opera's Alexander Kipnis. He sings in the original Russian . . . his native tongue . . . so that none of the opera's tremendous impact is lost.

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For Four Roses is a combination of specially distilled whiskeys—selected to achieve that truly distinctive "Four Roses flavor."

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BRITAIN'S KING AND QUEEN DRIVE IN A FRESHLY PAINTED STATE COACH OF CRIMSON AND GOLD THROUGH A DRIZZLING RAIN TO THE PALACE OF WESTMINSTER

KING RIDES OUT

Through victory crowds George VI goes to open the Labor Parliament

Japanese-surrender day in London was the same day that Parliament opened with a new Labor government in office. For Britons it meant not only that a war had ended, but that a new era had begun.

From Buckingham Palace King George VI came riding down the Mall with Queen Elizabeth to read the Speech from the Throne. Behind the Earl of Cork and Orrery, who bore the crown on a red cushion, Their Majesties entered the House of Lords, and

sat on newly gilded thrones. Then, in a clear voice, George VI read the speech that his Labor ministers had written for him. In one of the most extraordinary speeches ever uttered by an English king, he outlined the first steps to socialism—nationalization of the coal mines and the Bank of England. Then he led the Queen back to the palace where, answering the victory cheers, they came out on the Buckingham balcony to wave at thousands of their loyal and happy subjects.

THE WINDSOR GREYS TROT SMARTLY THROUGH GATES OF BUCKINGHAM PALACE AS PEOPLE APPLAUD. CROWD WAS HUGE AND CHEERFUL DESPITE COLD AND RAIN



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Smoothly Fit
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Parliament CONTINUED



The new cabinet poses with the King at Buckingham Palace. Left to right are Herbert Morrison, Attlee, the King, Arthur Greenwood, Ernest Bevin, A. V. Alexander.



Winston Churchill now opposition leader, departs for Parliament. At later session his oratory stole show with warning of Russian-dominated police states in Balkans.



Mrs. Clement Attlee (left) and Mrs. Winston Churchill walk to thanksgiving service at St. Margaret's Church. Later, the Tories and Laborites held separate receptions.

CONTINUED ON PAGE 42



This Dead Sea was Alive with Jobs...

EIGHTY YEARS AGO, America was facing a post-war employment problem. The Civil War had just ended when a dead sea was discovered in Michigan... an evaporated, prehistoric sea of salt, 2,328 feet below the earth's surface. Wells were sunk, but the salt, gray with impurities, was as crude and as costly as the primitive methods by which it was refined.

Discouraged, many abandoned the drillings. But one man, with as much backbone as wishbone, refused to give up... a man named Charles Freeman Moore. Moore believed that with the right process a clean, pure, fine-tasting salt could be produced from this dead sea... a belief that was shared by an inventor named Alberger. Together, they finally refined a salt which proved to be of outstanding flavor and purity.

Thus, Diamond Crystal Salt had its humble beginning, and created jobs where no jobs existed before. Here began a business that grew to make work for processors and refiners, truckers and haulers, wholesale and retail grocers.

Yes! Diamond Crystal Salt made jobs, jobs that created purchasing power, jobs that contributed their small share to a prosperity that gave America the highest standard of living the world has ever known.

When this war ends, America will face another post-war employment problem. Millions of jobs must be made! But will they be made the American way, by enterprise and initiative?

The answer is "Yes"—if the necessary rules and regulations which govern business encourage enterprise and promise fair rewards to the Charles F. Moores of today in expanding going businesses or starting new ones. If not, the alternative would probably be Government relief projects to make up the jobs, perhaps yours among them.

How jobs will be made is, in the final analysis, partly in your hands. For, through your opinions, expressed to friends and neighbors, and through your vote for your elected representatives in government... you help make the rules and regulations under which business operates.

So, inform yourself on proposed legislative measures which might affect jobs. Ask yourself, "Will this measure result in making more jobs the way America wants jobs made?"

Upon the decisions you make and the action you take may depend the future of your country and the future of your job.

A Step Toward Making Jobs

Do you know about C.E.D.—the Committee for Economic Development?

It is a nonprofit, nonpolitical organization, formed two years ago by American businessmen. Its purpose is to encourage every business, large or small to plan boldly and prepare now for the production and distribution of needed civilian goods... and thus to speed reconversion and provide post-war employment without serious interruption.

General Foods is working with C.E.D., and urges that you do, too. There are C.E.D. committees in 2,800 counties and communities. Whether you have a factory, store or other business, your local committee will give you all possible help in carrying on your post-war planning. Check with C.E.D. now.

DIAMOND CRYSTAL SALT



IS A PRODUCT OF GENERAL FOODS—AND AMERICAN ENTERPRISE

One piece of leather!



Stitchless!



Self-interlocked!



NO STITCHES TO RIP OR ROT IN THIS HANDSOME BUXTON BILLFOLD!

What leather can compare with *pigskin* for resistance to wear and weather? And what *pigskin* can compare with Buxton's specially developed Polished Pig—for that extra lustre that keeps this *pigskin* young year after year!

What's more, this Buxton billfold *can't* give way at the folds—it has no thread to rip or rot—it's ONE PIECE of leather self-interlocked!

Only Buxton combines beauty and strength this way. Buxton, Inc., Springfield 1, Mass.

Our Guarantee . . . If any Stitchless Buxton gives out in normal use before the leather wears out—it will be replaced FREE!



The **BUXTON** *Stitchless*
ONE PIECE OF LEATHER
SELF-INTERLOCKED!

\$10 - tax
3 Ways - 3 billfolds
Hazel Brown
Polished Pigskin

Parliament CONTINUED



From the palace balcony the royal family salutes victory crowds. That evening Princesses Elizabeth and Margaret Rose slipped their escort, joined in festivities.



Mr. Bell gets a Black Hand note

No sinister gang wrote the threat. It came from the carbon-blackened hand of Fred, the mechanic.

"Checked your car," it read. "Bearings are shot and valves are burned. Might get to your job next month, but can't find parts."

Mr. Bell needs that car... to get to work, for shopping, for taking the kids to school—why, he'd be *sunk* without it, he says.

It looks like Mr. Bell is sunk, then.

We're all nearing that state. The average car is 8 years old—the dangerous age. Repair shops have waiting lists. Parts are scarce or unobtainable. Our national transportation is in peril.

We have two barriers between us and trouble. First, the man who services cars with those unbeatable trouble-preventers—thoroughgoing care, and expert lubrication.

Second, superb lubricants. Like Veedol Motor Oil, world-famous friction fighter, made from 100% Pennsylvania crude. And the five Veedol chassis lubricants, used in a Veedol Safety-Check Lubrication job.

Your Veedol dealer can help protect your car... and your transportation. See him today. For your own sake. For your country's.

Remember, every car counts. *Yours* most of all.



Trust your car to Veedol—
it will see you through

**Some Grim Facts
On the Car Situation**

About 20,000,000 of the country's 25,000,000 cars have gone out of service since Pearl Harbor. 5,000 more cars fail every single day.

Bus and rail now already are overcrowded, carrying 70% more passengers than in 1935.

With less than 20,000,000 cars in service, our national transportation system will collapse.

If car manufacturing resumed tomorrow, it would take at least 4 years to fill the demand for new cars.

Guard YOUR car!

Get fresh Veedol Motor Oil every 1000 miles (or every 60 days whichever comes sooner). For complete car protection get a Veedol Safety-Check Lubrication every 1,000 miles.



BUY WAR BONDS
AND STAMPS



1945 Diamond Anniversary

ONE FAMILY—ONE TRADITION FOR 75 YEARS

BROWN-FORMAN DISTILLERY COMPANY, INC., AT LOUISVILLE IN KENTUCKY



MIKHAIL KALININ, CHAIRMAN OF THE U. S. S. R. PRESIDUM, AWARDS "MOTHER HEROINE" MEDALS TO RUSSIAN WOMEN WHO HAVE BORNE TEN OR MORE BABIES

WORLD POPULATIONS

STATESMEN READ THE FUTURE IN BIRTH AND DEATH RATES AS WESTERN NATIONS STOP GROWING

The statesmen charged with the task of building a postwar world have become sharply aware that they must take into account the basic facts about the growth and decline of populations. The reason for their reawakened concern is that, after 150 years of unprecedented growth, the hitherto fertile nations of the Western world are now faced with declining or, at best, stationary populations. Even the U.S. will probably reach the stationary stage in about 25 years. In contrast to the Orient, where populations are still growing by leaps and bounds, nations like Britain, France and Germany face an eventual decline to perhaps half their present numbers.

The only major power in Europe whose population is neither stationary nor declining but still growing rapidly is the U.S.S.R. According to population experts (called demographers), Russia's people in 1970 will number about 250,000,000, an increase of about 65,000,000 in the next 25 years. Her potential military force (males from 20 to 35) may total 32,000,000,

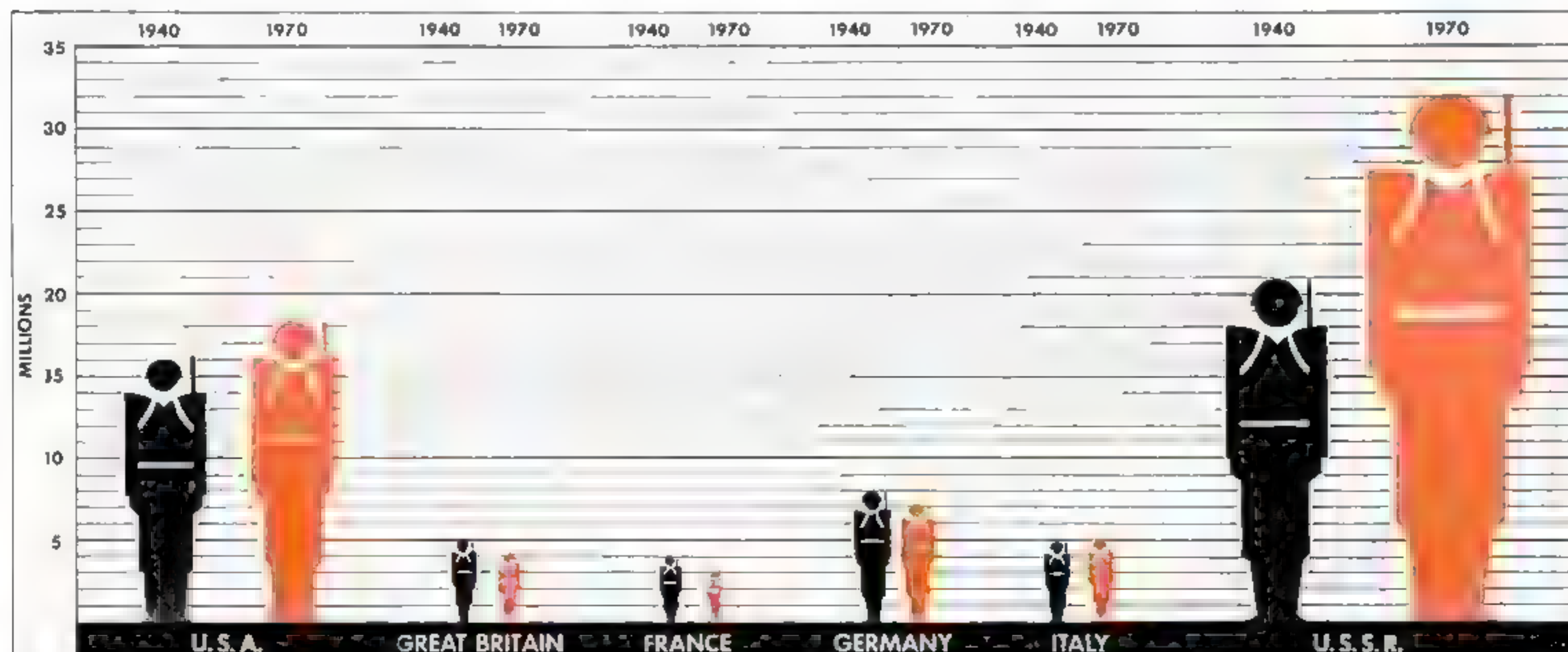
possibly twice that of the U.S. in 1970 and 40% greater than that of Britain, France, Germany and Italy combined. Clemenceau once exclaimed, "France's tragedy is that there are 20,000,000 Germans too many!" Now Germany too has lost her population race. Demographers believe that the Germans took their last possible chance to beat Russia in 1941.

Sheer numbers do not make power. The island of Java, for example, with a population of 41,000,000, is far less strong than Australia, with 7,000,000. But plenty of people, teamed with economic resources they have learned to master, are the ideal. By this standard the U.S. and Russia are the best-fixed powers. China and India, each with populations in the neighborhood of 400,000,000, must master the machine age before they come into their own.

Without exception every country in the Western world is dedicated in varying degrees to the policy of "more babies." Only their methods differ. Russia leans toward medals honoring motherhood (see above)

and improved means of child care. Germany and Italy, before defeat, relied on large financial benefits and a change in morals whereby no stigma was attached to illegitimate children. France is now encouraging immigration and it has been reported, though not confirmed, that the French Ministry of Health is distributing testosterone, a synthesized form of male hormone, to rebuild the potency of its war-weakened men. Whether such measures can greatly affect the cycle of population growth and decline (see p. 47) is an unanswered question.

Wars do not have much effect on long-run trends in population. On demographic charts World War I shows up as a slight dip in the 20 to 30-year age group of that time, representing men killed, and 25 years later as another dip, representing the unborn children of those men. World War II may create bigger dips because so many families in Europe have been broken up for longer periods. But no war has yet upset the long-run equation of birth and death rates.



IN 1970 RUSSIA MAY HAVE 32,000,000 MEN OF MILITARY AGE (20 TO 35); THE U. S., 18,000,000; OTHER NATIONS SHOWN IN CHART ABOVE, PERHAPS 19,000,000 COMBINED

World Populations CONTINUED



Orthodox map shows the world's land space. Territorially, the biggest countries are the U. S. S. R., China, Canada, Brazil,

the U. S., Australia. Each contains more than 2,000,000 square miles of territory, much of it uninhabitable, however. World's

total land area is 51,000,000 square miles, but only about 20%, or 10,000,000 square miles, is suitable for cultivation.



Distorted map shows each country according to its population. The Big Four are China, India, U. S. S. R. and the U. S.

While Canada and Australia shrink, China and India swell. The relation between big empty Australia and tiny teeming

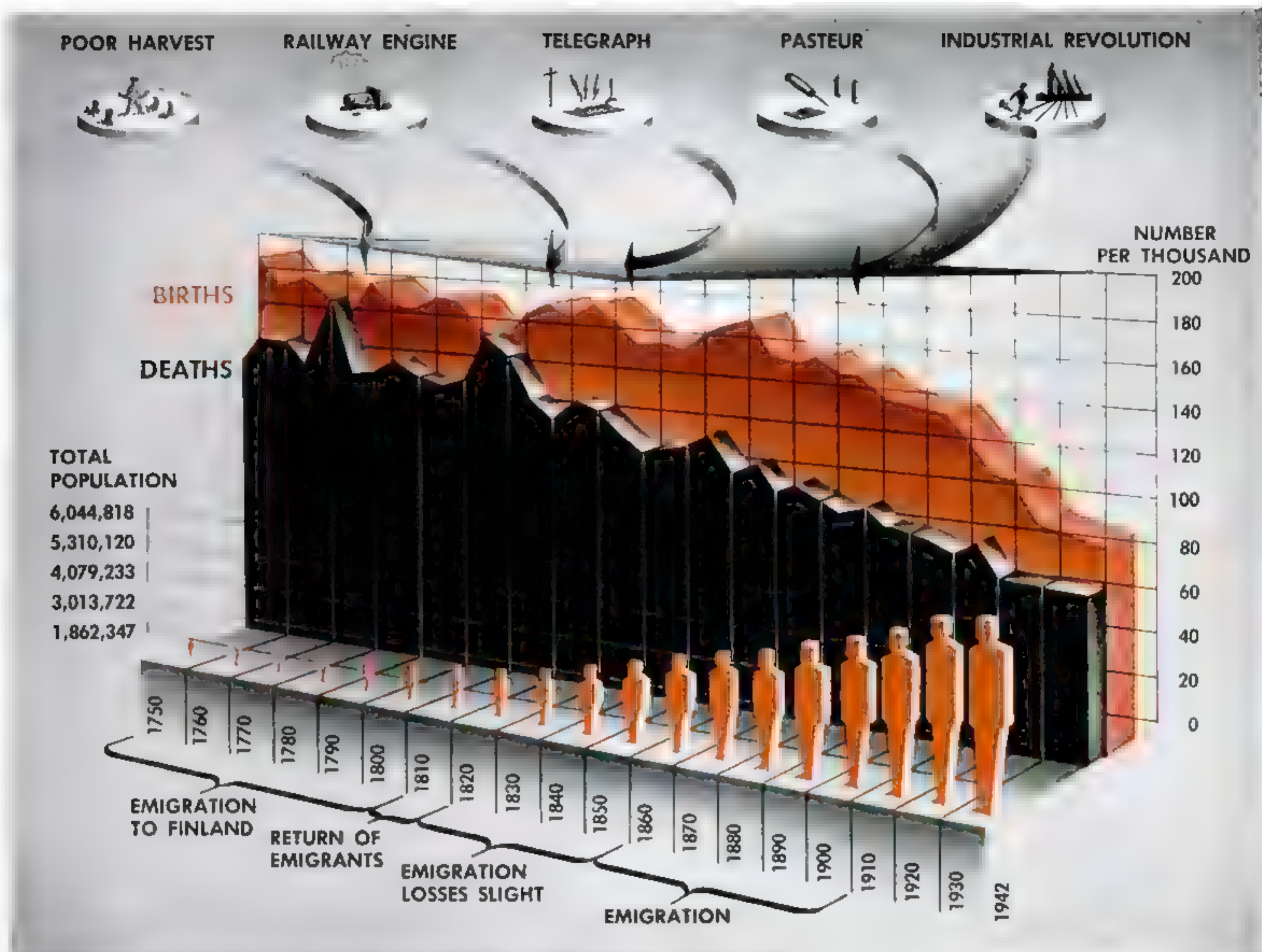
Java is dramatically reversed. All the Asiatic countries have too many people for their present state of industrialization.



Relative industrial strength is shown on this map, using output of steel in 1939 as the best index. The U. S. looms as the

world's leading economic power. In 1939 the U. S. produced 52,800,000 tons, nearly twice as many as its closest rival, Ger-

many. Today the U. S., Britain and the U. S. S. R. would all appear bigger, at the expense of Germany, Japan and France.



SWEDEN ILLUSTRATES THE UNIVERSAL CYCLE OF POPULATION GROWTH. AS THE DEATH RATE FALLS, THE POPULATION INCREASES UNTIL THE BIRTH RATE FALLS, TOO

ALL COUNTRIES ARE FOLLOWING THE SAME CYCLE OF POPULATION GROWTH AND DECAY

The last century and a half has witnessed the greatest increase in population in the history of the world. Today's 2 billion people are the descendants of only 900,000,000 who were living in the year 1800. Had Europe's population multiplied since the beginning of the Christian era as it has in the last 100 years, there would now be one person to each square yard of European land.

The specter of overpopulation has always haunted demographers. Most famous of these students was England's Thomas Malthus, whose first pamphlet on the subject appeared in 1798. According to Malthus, mankind tends to increase in geometric progression, but its food supply rises in arithmetic progression. Starting with the unit 1, population growth would normally be at the rate of 1, 2, 4, 8, 16, 32, 64, food supply, at the rate of 1, 2, 3, 4, 5, 6, 7. Unchecked, a people might multiply within 150 years to 64 times its original size, but the supply of food would increase only seven times. Believing that the sole checks to population growth are starvation, war, vice and disease, Malthus concluded that man is probably doomed to perpetual misery through overpopulation.

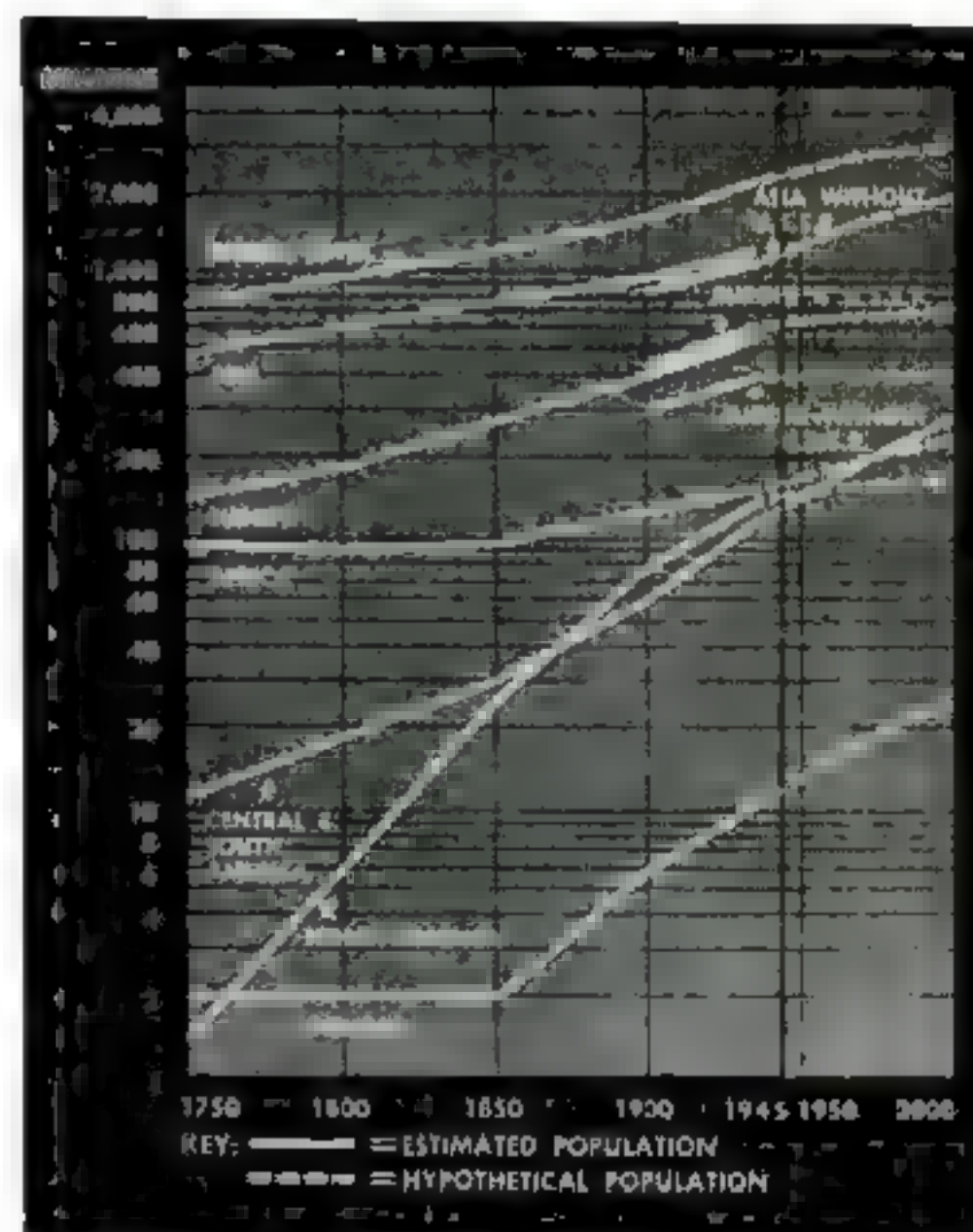
Malthus was too gloomy. In the century following his pamphlet, Europe not only tripled its population but greatly raised its standard of living. The tremendous population spurt during the 19th Century resulted not from a higher birth rate but almost wholly from

a lower death rate. This was brought about by modern medicine and by better food and housing, results of the industrial revolution.

The graph above charts the population growth of Sweden from 1750 to 1942. At the start of the period, the birth and death rates are in equilibrium at a high level. Population is about stationary. With the coming of the industrial revolution and modern medicine, the death rate begins to drop while the birth rate stays up. This divergence results in a doubling of the population despite a steady drain of emigration. But by 1900 the birth rate is falling sharply and by 1930 the two rates are again in equilibrium at a low level.

There are many reasons for this drop. One is birth control. Another is the rising standard of living, for the well-to-do have fewer children. Another is urbanization. Children are likely to be an economic liability in a city instead of an asset as they are on farms.

What occurred in Sweden has occurred in virtually all the countries of Western Europe. It is happening in the U.S. today. It will happen before long in the U.S.S.R., as the population profile on page 48 foreshadows. Presumably when the countries of Asia become industrialized, they, too, will have a further increase in population, followed by a leveling off. It seems to be almost a law that people multiply under the impetus of industrialization and science, then assume stationary or declining populations when the change is complete.



World's population has tripled since 1750. By the year 2000 the likely total will be 2.5 billion. This chart was prepared by the Office of Population Research at Princeton University

Outstanding ON THE AMERICAN SCENE !



Right for the occasion . . . with custom-like smartness, correct fit and real comfort! Made in a great tradition, American Gentleman Shoes have the qualities of character and craftsmanship which make them an outstanding value.



\$550 to \$700

Some Styles AND
Distant Points
Slightly Higher

The Custer

American
Gentleman
SHOES

MENS DIVISION Craddock-Terry Shoe Corp., Lynchburg, Va

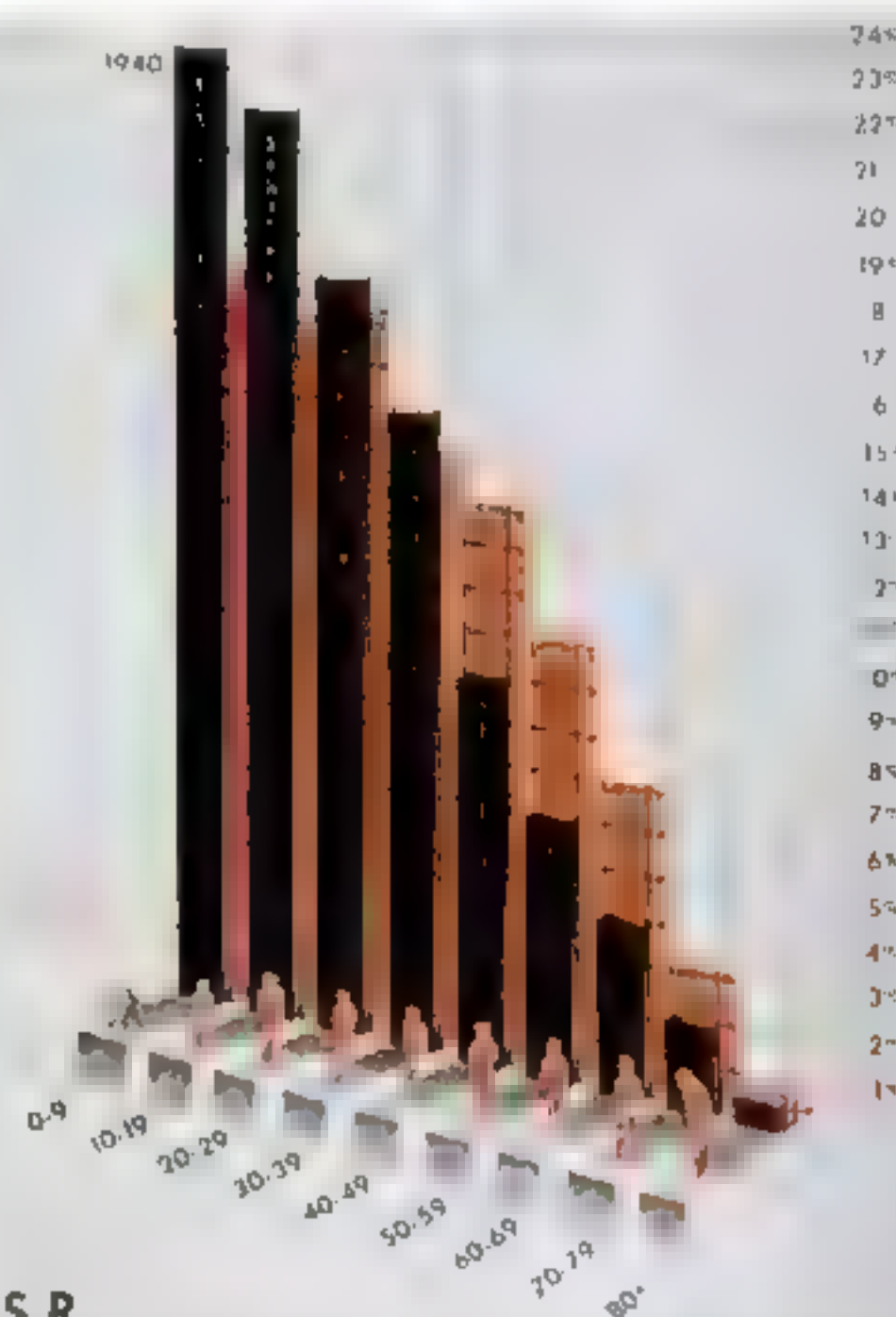
IT'S *Good* TO STEP INTO A PAIR !

World Populations CONTINUED

AGE PROFILES SHOW HOW COUNTRIES LOSE NUMBERS AS THEY LOSE YOUTH

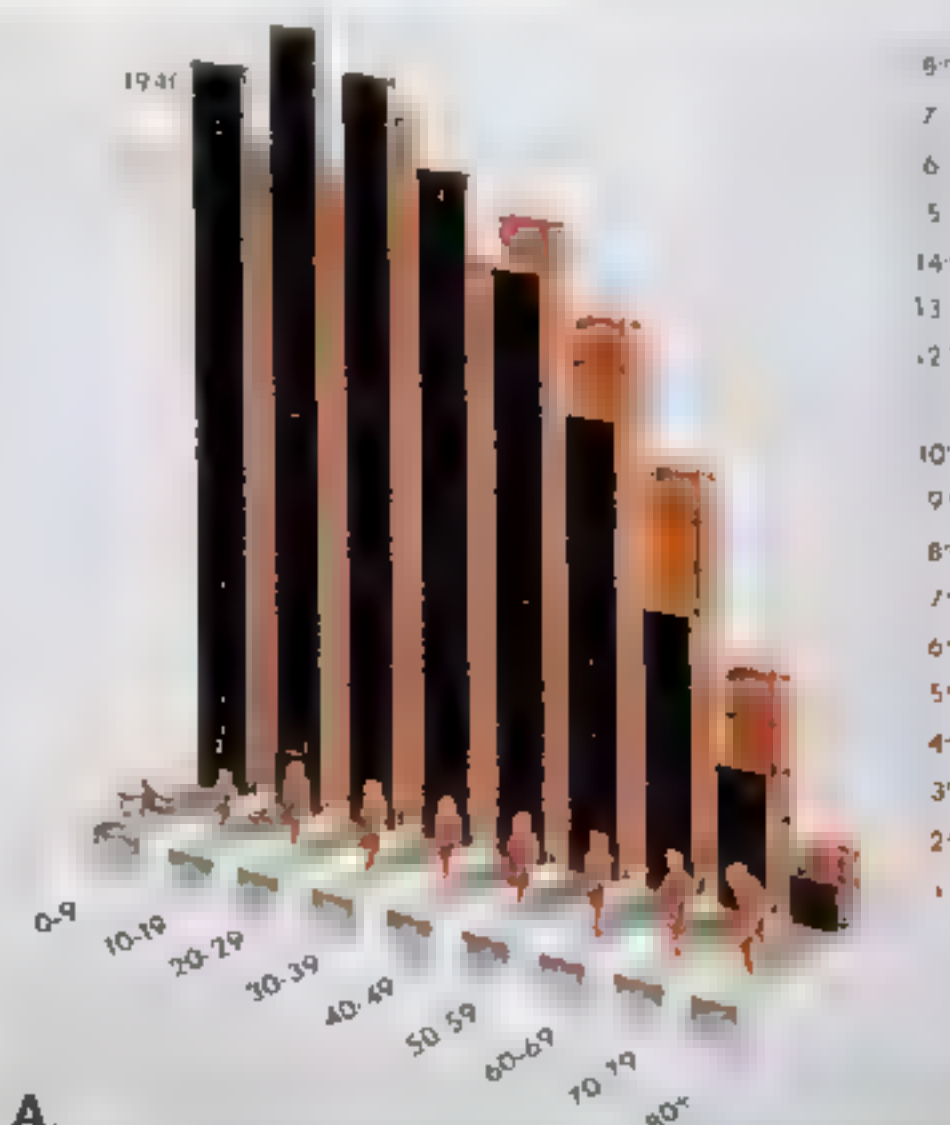
It is possible to predict with some accuracy the future course of a country's population from its age structure. Any nation that has a large mass of young people and a small number of old folk should continue to grow. In contrast, where there is a shortage of youths and an excess of middle-aged and old people, population will decrease.

Shown below and on page 51 are population profiles of four nations of the Western world as projected to 1970. Except for the U. S. these projections are made by Dr. Frank Notestein of the Office of Population Research at Princeton University. They demonstrate that England and Germany are already old and getting older; that the U. S. is losing its youth; that the U. S. S. R. is the only really young nation in the group. A gloomy but possible result of England's population trend is also shown in its age profile for the year 2035 (page 51). On the basis of birth and death rates in the depression year 1933, British Demographer Enid Charles forecasts that England's population will drop from 40,000,000 to 20,000,000 between the years 1940 and 2035. Predictions beyond 1970, however, are uncertain.



U.S.S.R.

Youth abounds in Russia, where two-thirds of the population is under 40. By 1970 she will have aged but will still have a third of her people between ages of 20 and 40.



U.S.A.

Still young, the U.S. will probably suffer an 8% cut in its youth base between 1940 and 1970, and 41% of its people will be over 40. Population will be stationary

CONTINUED ON PAGE 51

Man in the re-making

X-ray film has the greatest assignment since its introduction by **Kodak in 1914**

In its way, this picture represents a sort of miracle—symbolizes the tens of thousands of times in which x-rays have served as “blueprints”... for the *re-making of men*.

Evidence is seen in military hospitals, and in the wounded men returned to daily life. Thousands have already been restored to useful activity—a matchless tribute to this war's doctors and nurses . . . to the drugs and implements they use.

Radiography—photography on x-ray film—is the implement with which doctors survey hidden damage, plan a course of action, and follow the healing which surgery began.

It is the difference between working in the dark, and seeing. X-ray film has reached a new climax in its life . . . which began with its introduction by Kodak in 1914.

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

REMEMBER “THE DEATH MARCH FROM BATAAN”?... How after their surrender our boys, crazed by thirst, were forced to drink from stagnant wallows? . . . How some who

collapsed were abandoned . . . how 5,200 Americans from Bataan and Corregidor died in Japanese prison camps? A stern example to us at home, BUY —AND HOLD—MORE WAR BONDS

Serving human progress through photography

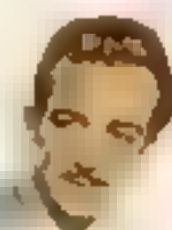


33
fine brews
BLENDED into one great beer

Play championship golf with only one club?...

Might as well try to make truly great beer from just a single brewing! That's why Pabst Blue Ribbon is *full-flavor blended* from at least 33 fine brews... to insure depth of flavor, even goodness, superb quality.

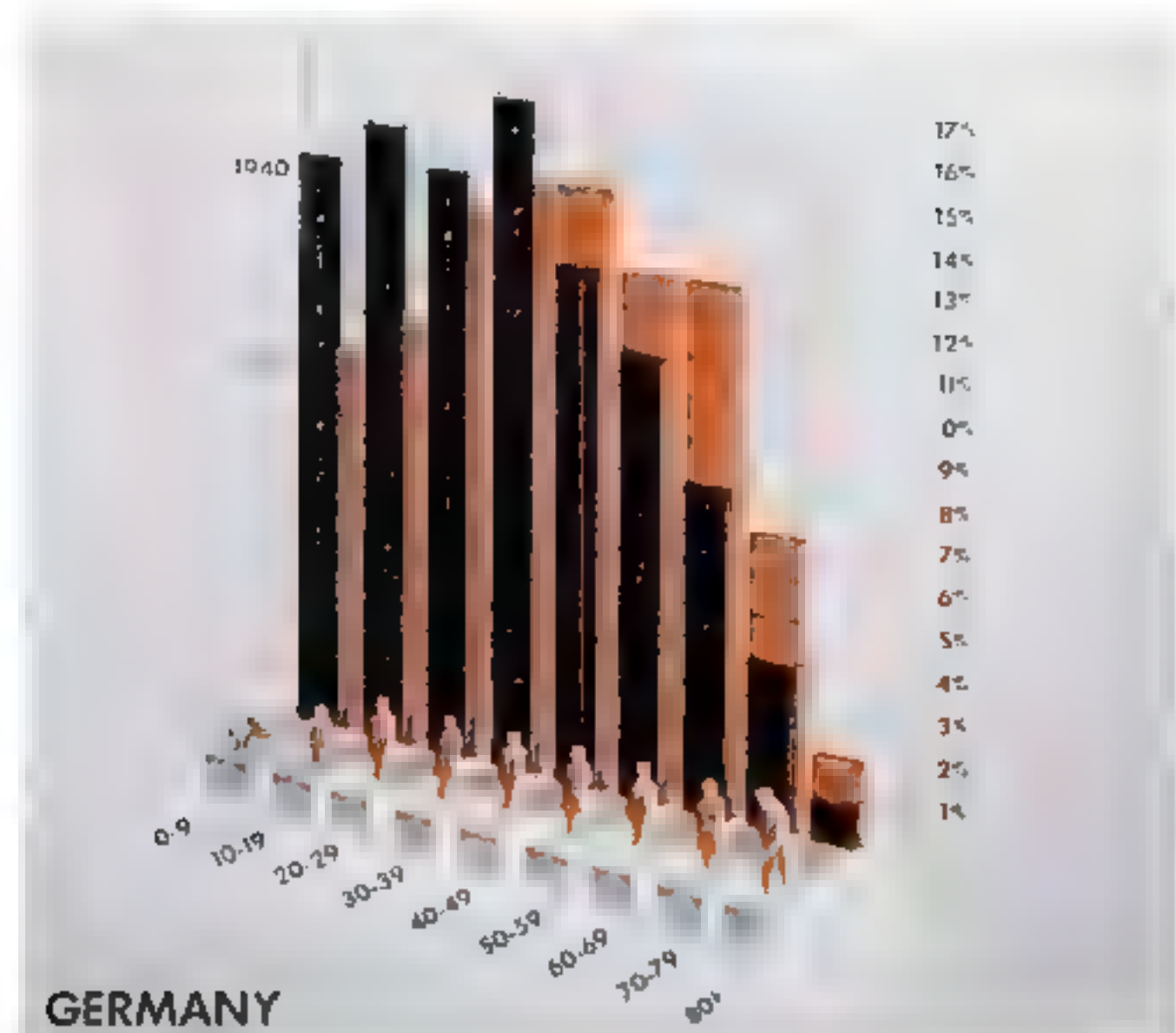
Order it with confidence, serve it with pride—for no matter where you go, there is no finer beer—no finer blend—than Pabst Blue Ribbon.



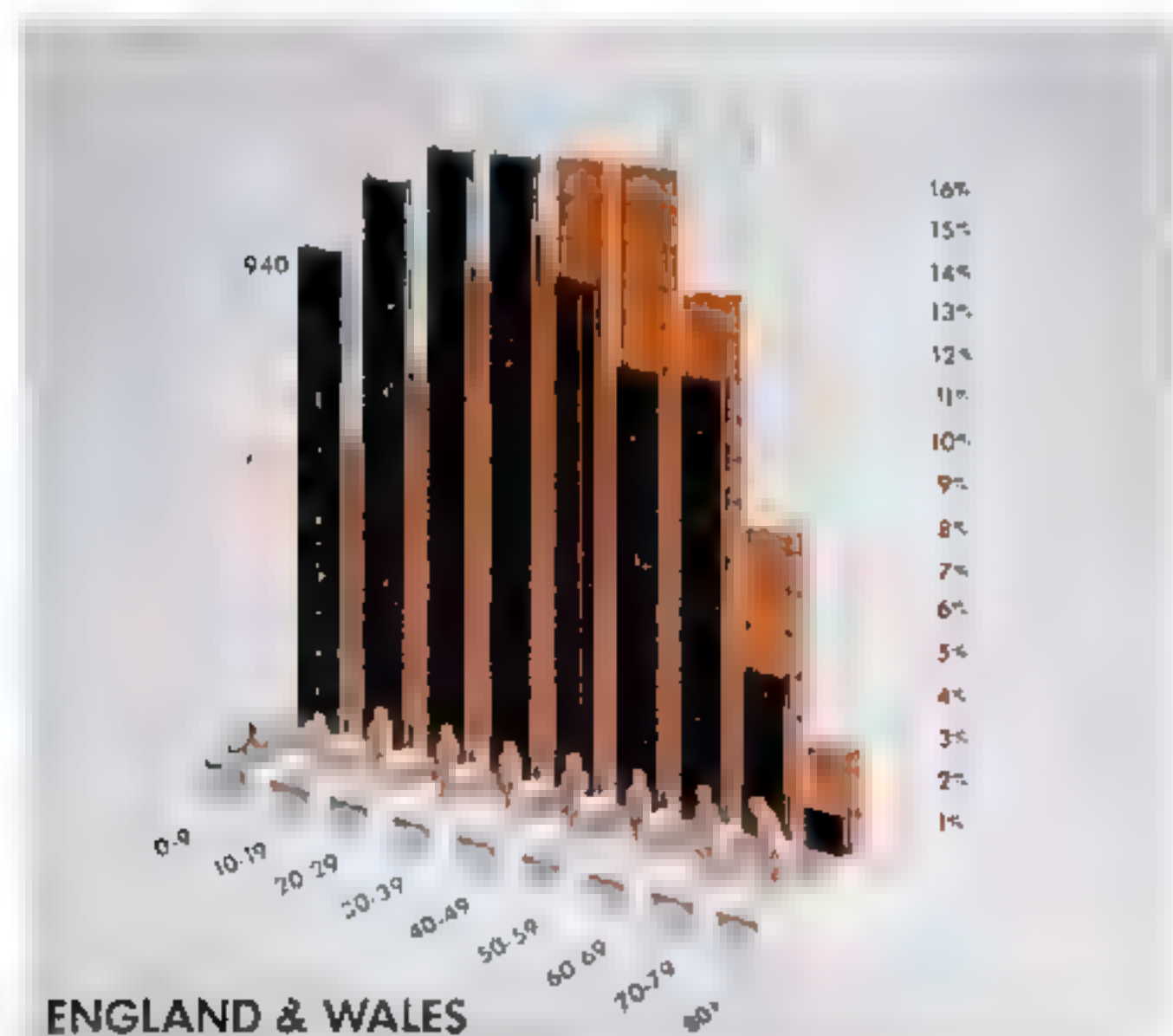
THE PABST BEER COMPANY, MILWAUKEE, WISCONSIN
BOTTLED BY THE PABST BEER COMPANY, MILWAUKEE, WISCONSIN

© 1995 Pabst
Brewing Co.
Milwaukee, WI

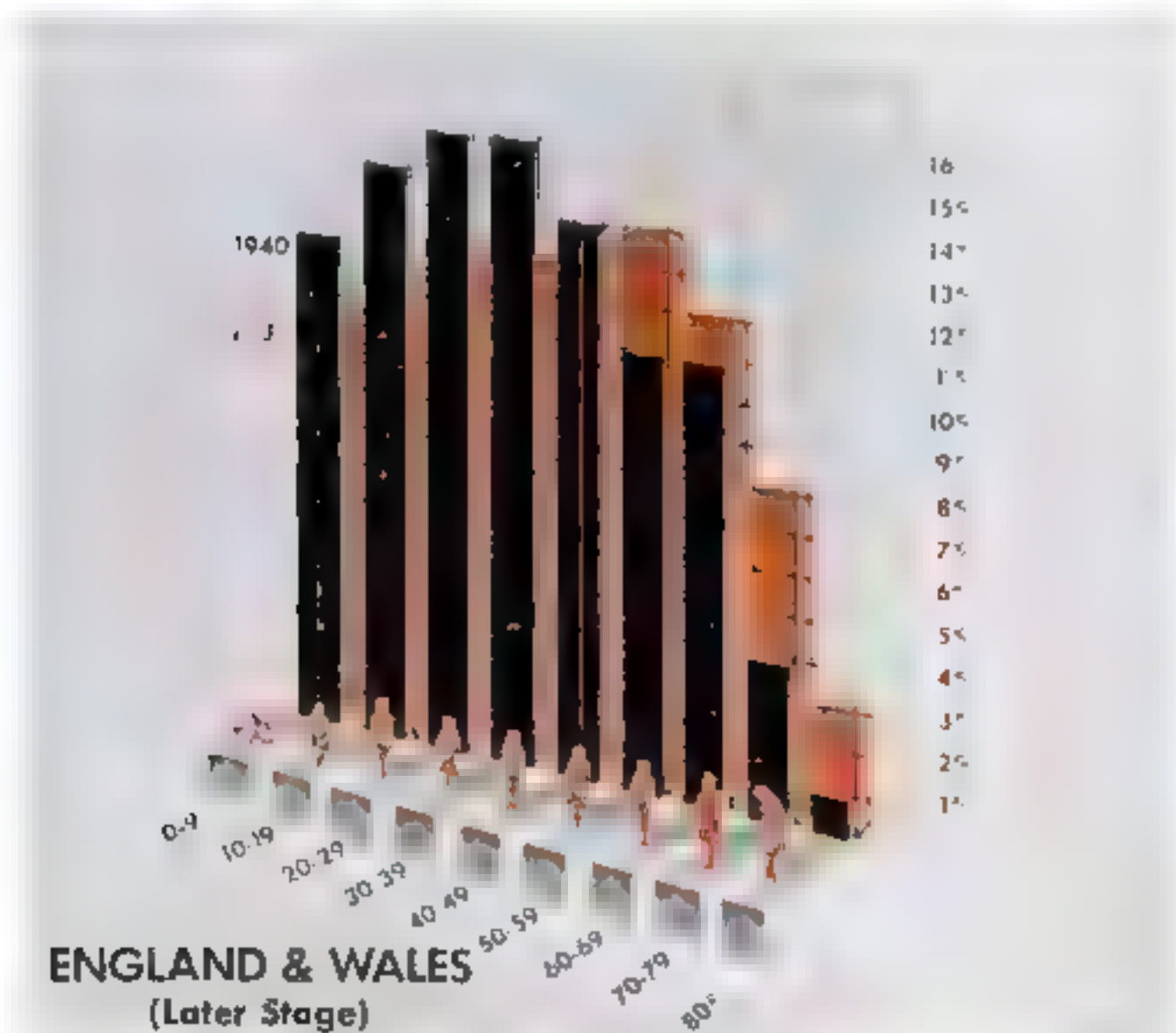
World Populations CONTINUED



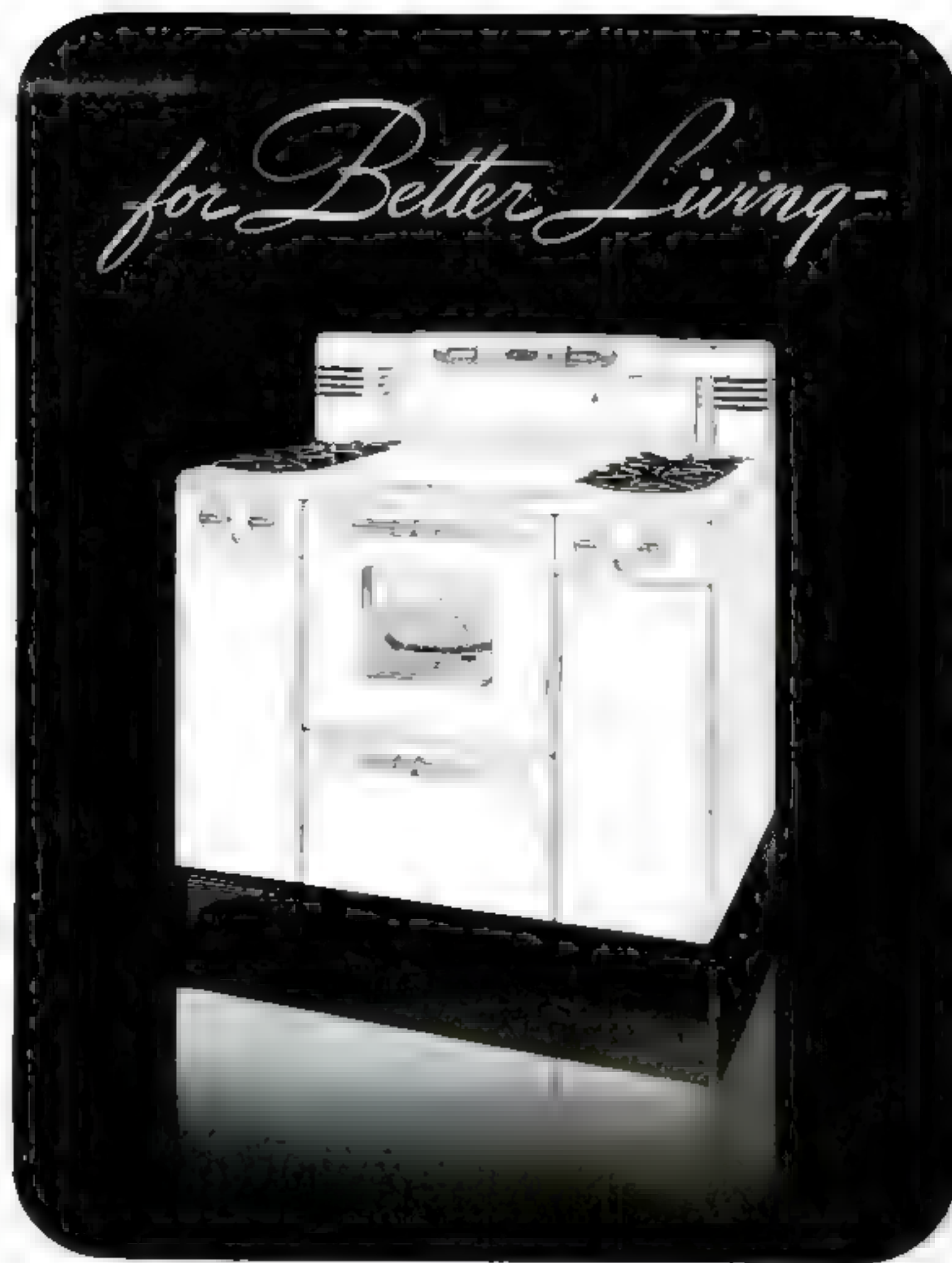
German decline makes population experts skeptical about her ability to wage another war against a great power. In 25 years the Reich will have lost 15% of its youth.



Old age is creeping up on England, where 40% of the people are more than 40. By 1970 the figure will be 55% and only 27% will be in the fertile 20-to-40 age group.



By year 2035, if birth and death rates of 1933 should prevail, 51% in England and Wales would be over 40, population would be down from 40,000,000 to 20,000,000.



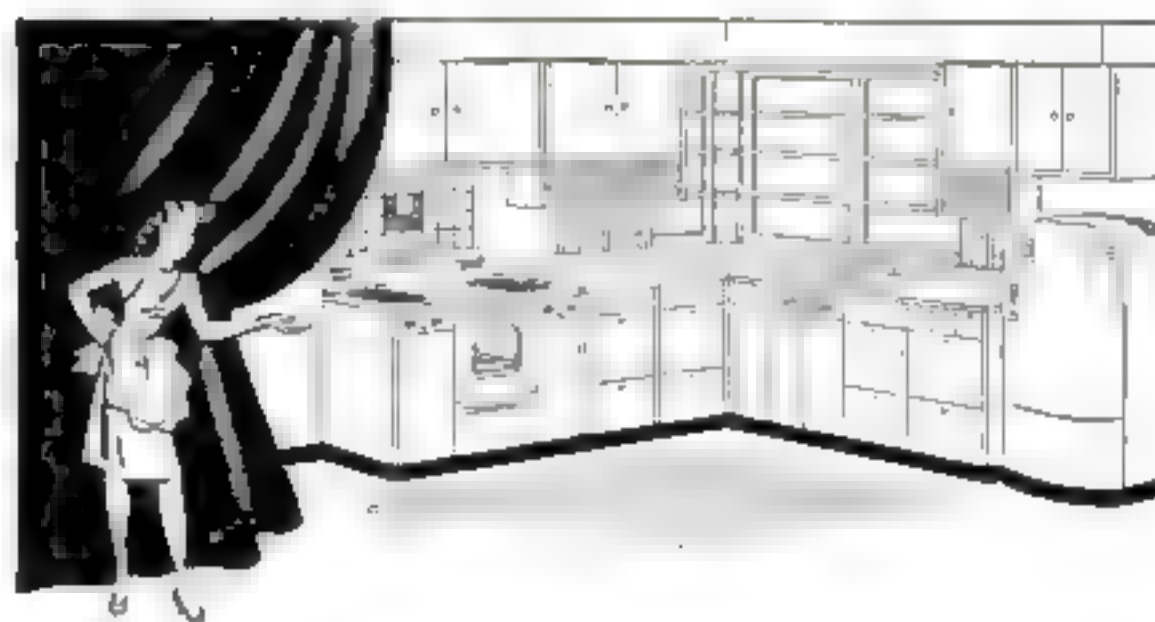
PLAN your New Freedom Gas Kitchen around the sparkling beauty and modern efficiency of a TAPPAN Gas Range. Thoughtfully designed to minimize work . . . engineered for unrivaled performance . . . famous for dependable results—

. . . That's TAPPAN

A constant source of pride and inspiration to millions of homemakers in all of their culinary achievements.

The Tappan Stove Company, Dept. L, Mansfield, Ohio

Liquefied Gas Users—for years Tappan has pioneered in specially-engineered models for Liquefied Petroleum Gas.



BUY MORE
WAR BONDS

TAPPAN
Gas Ranges



WHEN GOOD COOKS GET TOGETHER...TAPPAN'S THE TOPIC

JOIN THE THOUSANDS WHO ARE CHANGING TO THIS NON-RUB FLOOR WAX



Easy—Non-Rub—Protects Longer!

A cinch to apply! Goes on in seconds—dries in 20 minutes! And that Tavern polish stays put—stays bright and lustrous. Socony-Vacuum developed it especially for all kinds of floors—linoleum, wood, rubber and asphalt tile. It protects longer—resists water spots—saves hours of tedious housework! Do your Fall cleaning the easy Tavern way this year.

★ ★ ★

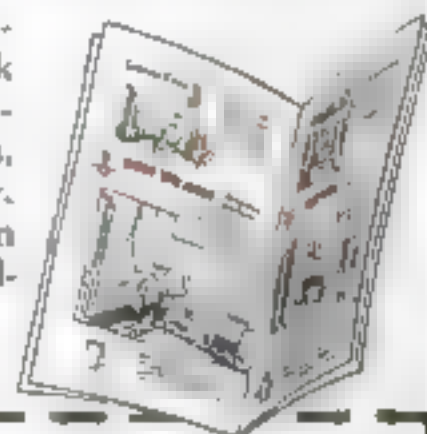
Try, too, Tavern Paste Wax and Tavern Liquid Wax. These two buffing waxes remove ugly marks—bring out the beauty of wood floors. They clean as they polish . . . protect windowsills, woodwork, furniture and painted surfaces. Get Tavern Waxes today at

your favorite hardware, department or grocery store.



Want to know 33 ways to fix up your home?

Write for "Better Homemaking"—a picture-packed book with 33 do-it-yourself decorating ideas from Effa Brown, famous artist and decorator. Mail 10¢ to Socony-Vacuum Oil Co. Inc., Dept. B, 26 Broadway, New York 4, N. Y.



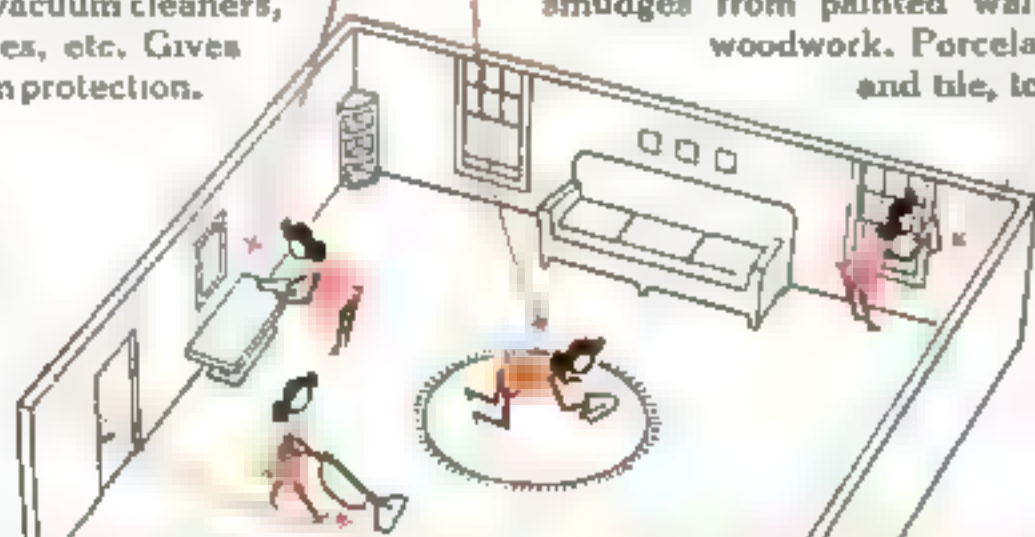
TRY THESE 4 OTHER TAVERN WORK-SAVERS

Tavern Furniture Gloss leaves a gloss that won't attract or hold daily dust. Easy to use.

Tavern Rug Cleaner is a non-caustic, non-inflammable super-shampoo for rugs, draperies, upholstery.

Tavern Electric Motor Oil lubricates vacuum cleaners, fans, bikes, etc. Gives long-term protection.

Tavern Paint Cleaner whisks smudges from painted walls, woodwork. Porcelain and tile, too.



Typical Symbol of hospitality—Blue Boar Tavern, Berkshire, England

Socony-Vacuum Oil Co. Inc., Dept. B,
26 Broadway, New York 4, N. Y.

I enclose 10¢ for "Better Homemaking"

Name _____


Address _____

City _____

State _____

TAVERN HOME PRODUCTS

Also: Tavern Window Cleaner • Tavern Lustré Cloth • Tavern Parowax or Paraseal Wax • Tavern Leather Preserver • Tavern Dry Cleaner • Tavern Candles



SPRAWLED GRACEFULLY ON THE CURVING EDGE OF A SWIMMING POOL, STARLET LINDA CHRISTIANS, HOLLYWOOD'S ANATOMIC BOMB, SOAKS UP

ANATOMIC BOMB

Starlet Linda Christians brings the new atomic age to Hollywood

Almost before ink was dry on headlines announcing the crash of the first atomic bomb, Hollywood had turned the event to good publicity. At the Metro-Goldwyn-Mayer studio Miss Linda Christians, a hitherto obscure starlet, was solemnly proclaimed the Anatomic Bomb. Half-Mexican, half-Dutch, Linda was born in Tampico, Mexico, though it was 22 years ago. Her real name is Blanca Rose Welter. Her father, an oil executive, traveled widely,

taking his family with him. They were in Mexico during a bad case of malaria, recovered to Hollywood to join her brother, got a job as a hat, was seen and signed by M-G-M. She has been in no pictures, the publicity role of the Anatomic Bomb being her first important one. Linda thanks Hollywood.

CONT.

THE COLORS OF AMERICA'S FRONTIERS

Wembley

NOR-EAST NON-CRUSH TIES

IN

Buffalo Brown



Crush it!



Twist it!



Knot it!



Not a Wrinkle!

BEYOND THE PRICE \$1

h fabric maintain the high
anded neckwear. Quantities
England. Meanwhile, choose

COPYRIGHT 1964, WEMBLEY, INC., NEW ORLEANS

QUALITY...

Ties of imported Nor-East Non-Crush fabric maintain the high quality of America's most famous neckwear. Quantities available in England. Meanwhile, choose Wembley's Murrytor

Anatom

CONTINUED



Arms akimbo, Anatome Bomb rests on pool's edge. Inexplicably, she can speak at least a few words in eight languages, including



Emerging backwards, Linda pauses part way. She was educated in Mexico and Palestine, has red hair, green eyes. She is 5 ft 5 1/2 in tall and weighs 118 pounds.



SPRAWLED GRACEFULLY ON THE CURVING EDGE OF A SWIMMING POOL, STARLET LINDA CHRISTIANS, HOLLYWOOD'S ANATOMIC BOMB, SOAKS UP SOLAR ENERGY

ANATOMIC BOMB

Starlet Linda Christians brings the new atomic age to Hollywood

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taking his family with him. They were in Palestine in 1941 during a bomb scare. Linda was evacuated to Mexico with a bad case of malaria, recovered, went to Hollywood to join her brother, got a job modeling hats, was seen and signed by M-G-M. So far she has been in no pictures, the publicity role of the Anatomic Bomb being her first important assignment. With long residence in Holland, Italy, France and Switzerland, Linda thinks Hollywood is wonderful

THE COLORS OF AMERICA'S FRONTIERS

Wembley

NOR-EAST NON-CRUSH TIES

IN

Buffalo Brown



Wembley
MADE OF Presley's
NOR-EAST
NON-CRUSH
IMPORTED FABRIC

Crush it!

Twist it!

Knot it!

Not a Wrinkle!

QUALITY... FAR BEYOND THE PRICE **\$1**

Wembley Ties of imported Nor-East Non-Crush fabric maintain the high quality that has made them America's most-demanded neckwear. Quantities are limited—until more fabric is available from England. Meanwhile, choose *Buffalo Brown* in Wembley's Murrytown fabric.

COPYRIGHT 1945, WEMBLEY, INC., NEW ORLEANS



Arms akimbo, Anatomic Bomb rests on pool's edge in unexplosive moment. Linda can speak at least a few words in eight languages, including Arabic and Russian.



Emerging backwards, Linda pauses part way. She was educated in Mexico and Palestine, has red hair, green eyes. She is 5 ft. 5½ in. tall and weighs 118 pounds.

Going places ... whe-e-e!

You bet she is . . . she's had the right kind of start! She's a *Carnation* tot, and *most* *Carnation* tots are full of pep and go.

What's more, she won't stop. She *can't* stop . . . for we are depending on her and her generation for the future men and women who will help to keep a future world from falling to pieces again.

And it's our job to do all we can to build tough, sturdy men and brave, self-reliant women . . . with clear minds and robust bodies. It's a job that starts at birth, and even before.

That's where *Carnation* Milk comes in . . . for the mother, for her baby's formula, for the toddlers, and for the big boys and girls in school.

They *all* need *Carnation's* nourishing goodness, its safety, its easy digestibility—and, above all, its *extra* "sunshine" vitamin D, recently *trebled* to 400 units per reconverted quart (half *Carnation*, half water), to work with the milk minerals in building strong, straight bones and fine, sound teeth.

Yes, now—more than ever—*Carnation* is an indispensable part of the nutrition picture.

EGG 'N' TOMATO WITH CHEESE TOPPING

A meal-in-one luncheon

4 eggs 4 slices bread Butter 2 tomatoes

Toast bread, cut in circles about the size of a slice of tomato. Butter well. Top with slice of tomato about 1/2 inch thick. Place under broiler to heat through. Poach eggs in *Carnation* Milk. Place egg on top of tomato and serve with piping hot cheese sauce. Serves 4.

CHEESE SAUCE

1 1/2 tablespoons butter
1 1/2 tablespoons flour
1 1/2 cups *Carnation* Milk, undiluted
1/4 teaspoon salt
1/2 cup grated cheese
Minced parsley

Melt butter in saucepan, add flour and stir until well blended. Add milk slowly, then salt and cheese. Stir constantly until smooth and thickened. Add parsley. Makes 1 1/2 cups.

"**GROWING UP WITH MILK**" is a 48-page booklet full of helpful hints on feeding growing children. There are heaps of delicious milk-rich recipes for each age group and every one will fit into the adult menu too. Send for your free copy. Address *Carnation* Company, Dept. L-50, Milwaukee 2, Wis., or Toronto, Ont.

Carnation

"FROM CONTENTED

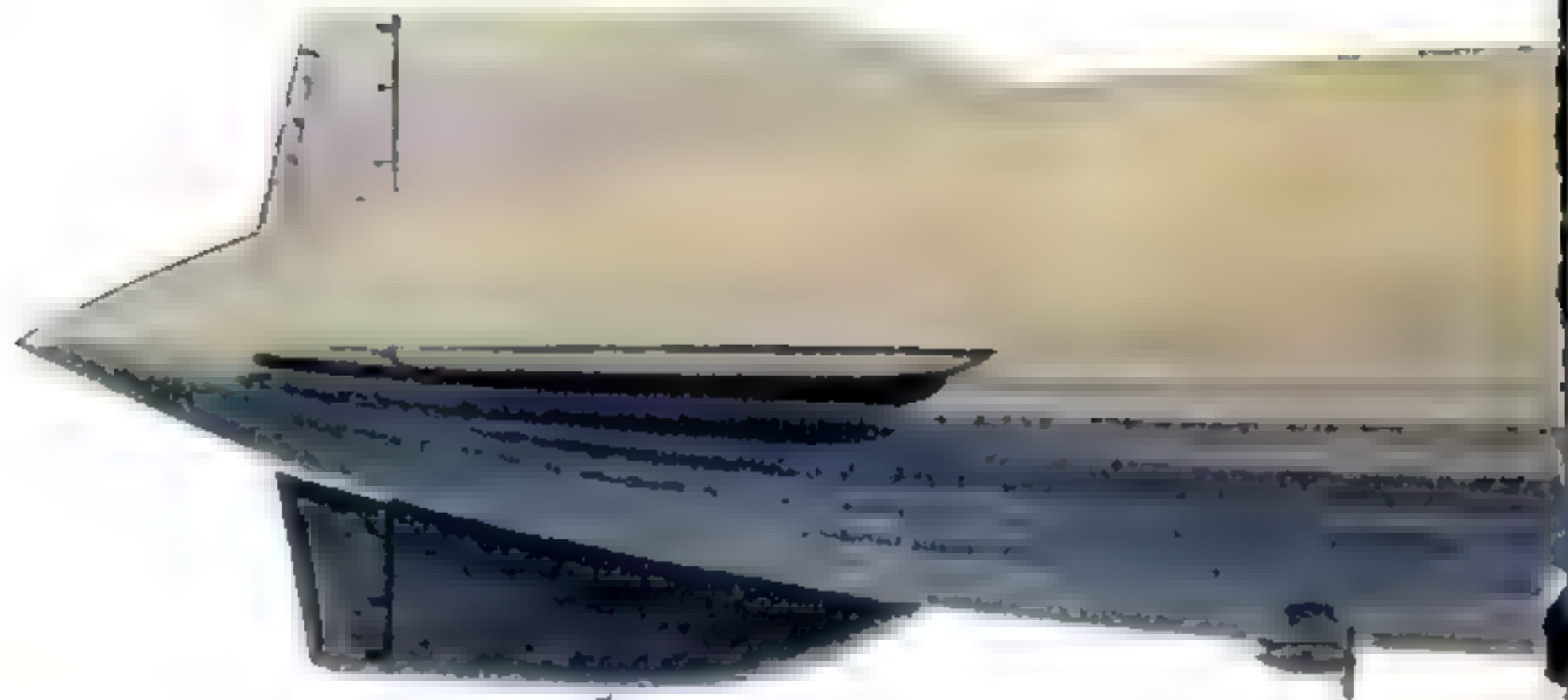


Milk

"COWS"

BUY WAR BONDS
AND KEEP THEM

TUNE IN THE CARNATION "CONTENTED HOUR," MONDAY EVENINGS, NBC NETWORK



LONDON, PARIS, MOSCOW,

with Safety, Speed, Economy

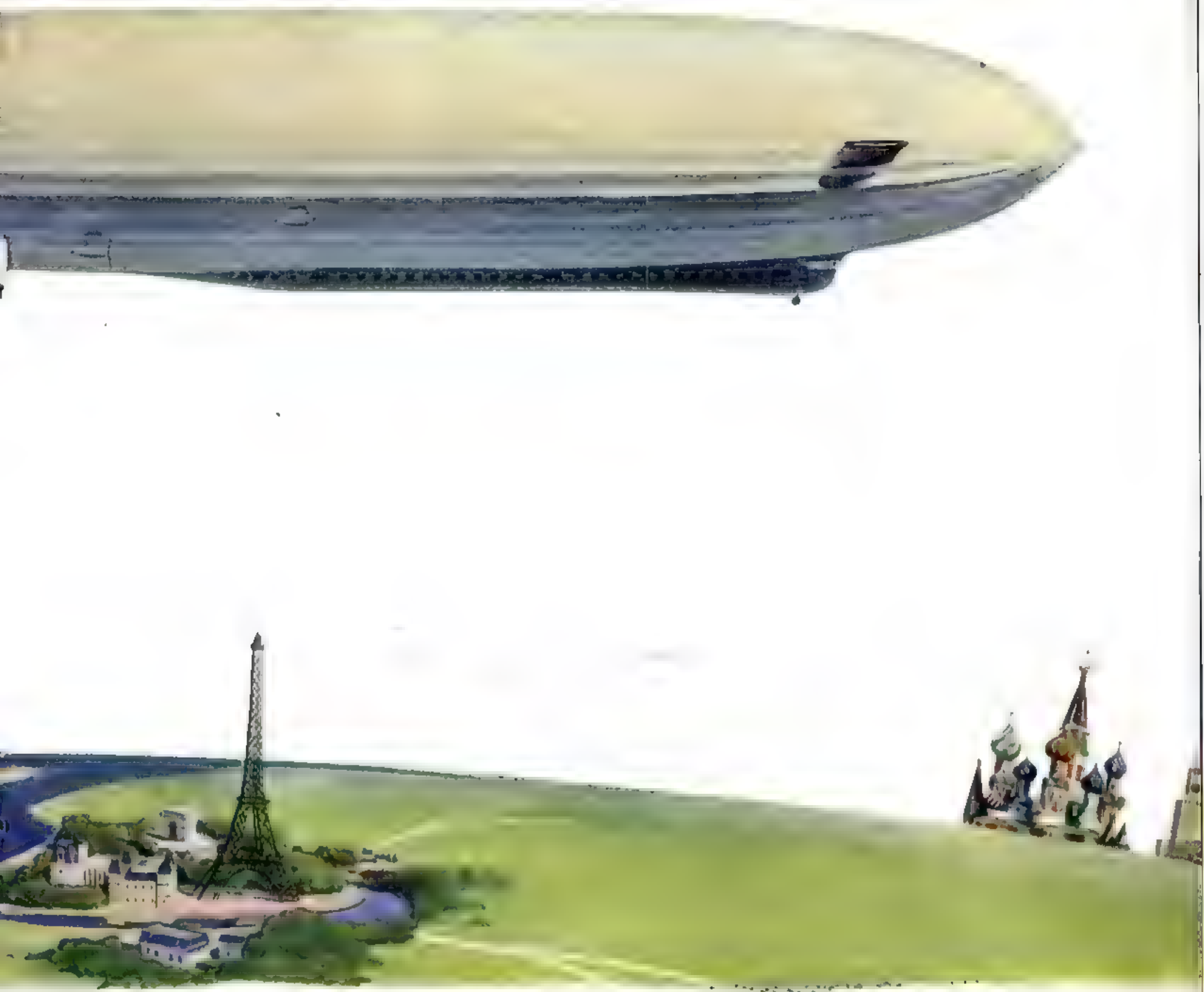


THIS is the "parlor car" version of a great airship of tomorrow. It's 950 feet long—designed to take 288 passengers from here to London in a little over 40 hours!

There'll be "sleeper" versions, too, with roomy, comfortable berths—and "de luxe" types with exquisite staterooms, lounges and salons. But let's talk about the "flying parlor car"—for its low rates will bring a trip abroad within a modest travel budget.



In it your deep-cushioned reclining seat will lull you to rest and sleep—because airships are quiet, steady, almost vibrationless. There's no noticeable pitch, bump, or roll. In fact, large airships have never recorded a case of seasickness or airsickness. And you'll like the way they fly at comfortable, "night-seeing" altitudes.



You'll have ample room for luggage—long promenades to stroll on—gay lounges—and the beautiful dining room will serve you the finest foods, cooked fresh for every meal. Does it sound like a dream? It isn't. Airships have long since flown the oceans—offered most of these same luxuries!

Airships will offer maximum safety

Today airships get their lift from non-inflammable *helium*—the gas that helps make airships so remarkably safe. Look at the record of the helium-filled Goodyear "Blimp" Fleet, which flew for 16 peacetime years without a passenger accident. Look at the helium-filled U. S. Navy Airship record of World War II. Despite the hazards of military service, airships proved themselves as safe and dependable as anything that flies!

America will be able to give you the safest giant commercial airships—for America is the only nation in the world with adequate supplies of helium.

In addition to helium, America controls many airship bases—has experienced Navy technicians, pilots and maintenance crews. And Goodyear is the world's only existing company with 35 years' experience in building and flying lighter-than-air craft.

America needs airships—to augment our globe-girdling airplanes and steamships—to encourage world travel, world trade and permanent world peace—to maintain our most vital possession—a strong airpower!

GOODYEAR AIRCRAFT CORPORATION
AKRON, OHIO • LITCHFIELD PARK, ARIZONA

We must zealously guard against the peril of unpreparedness in national airpower. The Japanese could have chosen the American mainland for their "hit and run" attack and the Germans could have bombed New York from carriers. Let us not expose ourselves to such dangers again. Let America maintain its mastery of the air at all costs.

AIRSHIPS CAN HELP KEEP AMERICA FIRST IN THE AIR!

BUY WAR BONDS

BUY FOR KEEPS



Meat

and the Rations of War

Beef and Gravy. Substantial pieces of tender beef packed in good beef gravy—a real favorite with our men in uniform. Another of these many military meat dishes with that "home-style" taste.



Frozen boneless beef, grilled hamburgers, sliced bacon in a can and meat and gravy (like that above) all with the grand flavor of meat. All with complete, high quality proteins which everyone needs.

These are a few of the wartime achievements of the meat people of America working with the food technicians of the military forces.

They help to explain how the meat is going to the places where you want it to go.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago — Members throughout the U. S.



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



AIDED BY THREE MICROPHONES, RODEHEAVER LEADS A SONG ON HIS HOME GROUNDS, THE GIANT 8,000-SEAT TABERNACLE AT WINONA LAKE, IND. SIGN LIGHTS UP

HOMER RODEHEAVER

A HAPPY CHRISTIAN WITH AN OLD TROMBONE IS SUCCESSFULLY PREACHING SALVATION THROUGH SONG

by ROGER BUTTERFIELD

When Homer Rodeheaver, the world's top song leader, sits down these days to a meal of fried chicken and country gravy and mashed potatoes swimming in butter at his beautiful lakeside home in northern Indiana, he bows his head and thanks God aloud for all the blessings that have come to him since he started beating a big bass drum and blowing the trombone and singing gospel songs some 50 years ago. At the end of his prayer he says "Ay-men! Ay-men!" two or three

times in a hearty baritone voice and then sings a few lines from his theme song:

*If your heart keeps right,
If your heart keeps right,
Ev'ry cloud will wear a rain-bow,
If your heart keeps right.*

before he begins to eat.

In Rodeheaver's house all the plates and platters and cups and saucers wear rainbows, painted in baby-blue and pink around a bar of music from

If Your Heart Keeps Right. Next to his gleaming brass trombone, the rainbow is Rodeheaver's favorite symbol. There are colored rainbows on the business cards he passes out to people and the stationery he uses for his letters. His Indiana home is built on a piece of ground called "Rainbow Point" with a boat landing shaped like a rainbow. There are rainbows on the water tumblers and paper napkins and living-room rug and the towels in the four bathrooms. When Rode-

OVER —

and OVER

AGAIN



... it pays to nourish **EVERY INCH** of your dog with **GAINES!**

● In the brightness of his eyes, the sleekness of his coat, the patter of his playful paws, the happy wag of his tail—you'll see how it pays to feed him GAINES. At his dinnertime he'll put on a dog show all his own—dancing with joy and eagerness. For there's plenty of *meat meal* in GAINES! And vegetables, milk nutrients, cereals, minerals, vitamins—every type of nourishment that dogs are known to need.

Just mix GAINES MEAL with water. Or, if your dog is used to other foods, and goes for GAINES more eagerly when you mix it with soup, milk, or gravy—by all means please your dog. As a matter of fact, some dogs appreciate variety now and then—just as you do yourself. But no matter how you mix it, GAINES MEAL should be your dog's basic food, to make sure you nourish every inch of him.

GAINES has been the stand-by of big kennels and veterinarians for over 15 years. It's a Meal dogs love—inexpensive to feed—prepared in less than a minute. Largest-selling dog food in the U.S.A.

FOR ALL
DOGS

GAINES
Complete Meal



MASTER! Just see
all the nourishment

IN EVERY POUND OF GAINES

As much body and strength-building *proteins* as in 1½ lbs. raw beef



As much energy-making *carbohydrates* as in 2 qts. cooked oatmeal



For sleek appearance and glossy coat—the *fats* that would be provided by 1 oz. butter



For strong bones and teeth—the *minerals* that would be provided by 1½ lbs. cheese



For red-blooded vitality—as much *iron* as in ½ lb. beef liver



VITAMINS: The vitamin A in 5 eggs; the thiamin (B₁) in 1 lb. whole-wheat bread; the riboflavin (B₂) in 1 qt. milk; the niacin in ½ lb. fresh mackerel... and all other members of the B-complex which normally accompany thiamin, riboflavin and niacin.

Copyright 1945 by Gaines Food Co., Inc., Sherburne, N. Y.



"Nourishes Every Inch of Your Dog"

In 2-lb., 5-lb., 10-lb. bags
and larger sizes for kennels



With trombone over his shoulder, Rodeheaver leans down toward the audience and greets a follower with a cheery gospel poem. He likes to burst unexpectedly into song.

HOMER RODEHEAVER CONTINUED

heaver travels abroad, which he did often between the wars, he sends back letters which are printed under the heading "Rainbow-Graphs" and distributed to his friends. He also has a "Rainbow Ranch" on the St. John's River near Palatka, Fla., where 2,000 cattle wear his rainbow-H brand.

Just looking at Rodeheaver makes people think of cheerful things like rainbows. He is a round-faced, stocky man of 64, well-bronzed and nimble from much exercise both in and out of doors, and when he is not in church he usually wears black or checkered rodeo shirts and red neckties. His face is always crinkled in a smile and he has a deep, comfortable Amos-and-Andy chuckle which expresses a perfect contentment with life. Rodeheaver believes that his name comes from the Dutch and means "Red Heifer," but ever since the great evangelist Billy Sunday—with whom Rody worked for 20 years—used to shout "Rody, Rody, come here" in front of enormous crowds, he has been known as "Rody" to millions of people.

Along with his smile and his rich, rolling voice, Rody's greatest asset is his trombone, which has been seen and heard by more people, probably, than any single musical device on earth. It is also one of the most widely traveled instruments ever made. Rody has played it standing on top of a stone camel at the Ming Tombs in China and in jungle clearings in the Belgian Congo, where the natives called him "Reverend Trombone."

Most of the songs which Rodeheaver sings are owned and copyrighted by the Rodeheaver Hall-Mack Co. of Winona Lake, Ind., which consists of Rody and his two elder brothers, Yumbert and Joe. Ever since Rody began directing songs for Billy Sunday in 1910 he has been carefully noting the most popular ones and buying up the copyrights on the words and music. At the present time he and his brothers own more than 10,000 songs outright and have on hand some 2,000 "gospel poems" for which music has yet to be written.

When Rody visited Anton Lang, the bearded Christus of the Oberammergau Passion Play, Lang immediately asked him to sing *The Old Rugged Cross*, which was written by the Rev. George Bennard in 1913 and is copyrighted until 1969 by the Rodeheaver company.

Rody, Rockefeller and the Lord

"That song has always inspired me in my work," Lang told Rody, "and now I will hear your voice singing it to me when I am actually hanging on the cross." *The Old Rugged Cross* was also the favorite gospel hymn of Aimee Semple McPherson and Dr. Sun Yat-sen, the founder of modern China.

Another time Rody was introduced to the late John D. Rockefeller Sr. on a Florida golf course. "I know all about you," Rockefeller told him. "My son told me about your singing and now I want to hear you sing with me." The two men put down their golf clubs and Rockefeller clapped time with his hands while they sang:

*I'll go where you want me to go, dear Lord,
Over mountain, or plain, or sea;
I'll say what you want me to say, dear Lord,
I'll be what you want me to be.*

CONTINUED ON NEXT PAGE

Pack up your troubles



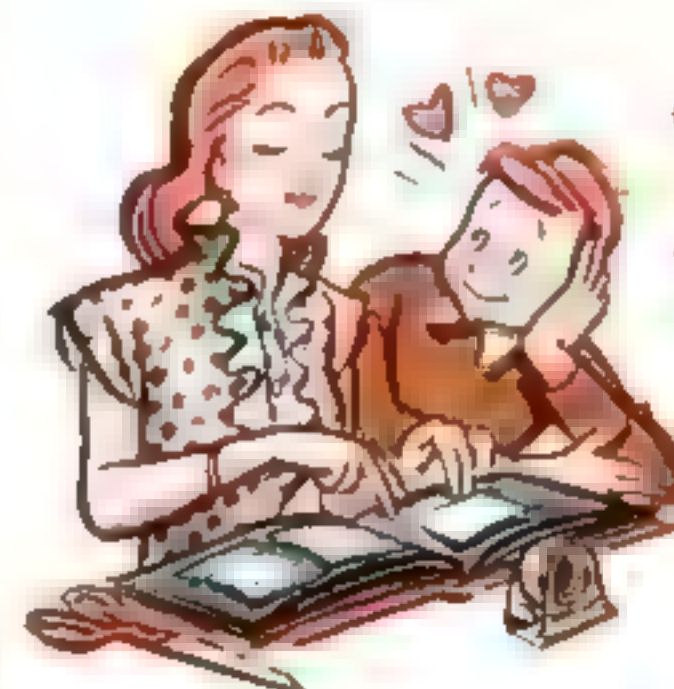
On trips when grips get tossed around
Cosmetics often spill.
Use Texcel Tape to seal each box
And save a cleaning bill.

(Texcel seals securely—
the "stickum's" bonded on!)



When sending precious packages
By fourth-class mail—or third—
Stick Texcel over labels so
Addresses won't get blurred.

(Texcel won't slip off—the "stickum's"
bonded on!)



So many home and office jobs
This Texcel does up brown—
From mending oilskin apron rips
To holding clippings down.

(Texcel holds and holds—
the "stickum's"
bonded on!)

Yes, Texcel is an improved tape
Whose "stickum's" bonded on.
It won't come off, it won't dry out,
It's one, like grass and lawn.



Today most Texcel Tapes at war
In work that's consequential.
P.S. Before you take a trip,
Make sure that it's essential!



Texcel Tape

CELLOPHANE TAPE — STICKS WITH A TOUCH

INDUSTRIAL TAPE CORPORATION
A Subsidiary of Johnson & Johnson
New Brunswick, N.J.

Here's how your car

FEELS...



... after MARFAK Chassis Lubrication !

Every joint and bearing in the chassis of your car needs a "cushion" against road shock as well as lubrication against friction. MARFAK chassis lubrication provides both. It resists "squeeze out" as well as "wear out", sticks to the job in all weather, makes your car easy riding, easy to handle. MARFAK is applied strictly by chart, never by chance; all points of wear and adjustment are carefully inspected. Ask your Texaco Dealer to give your car that "MARFAK feeling" today!

THE TEXAS COMPANY

HAND-TEST PROVES WHY



Ask your Texaco Dealer to demonstrate this MARFAK hand-test. MARFAK is both sticky and tough. This explains why it sticks to bearings despite jolts and shocks, and provides a durable "cushion-effect" against shock and wear.



Don't miss the TEXACO STAR THEATRE on Sunday nights with JAMES MELTON and famous guest stars. See your newspaper for time and station

HOMER RODEHEAVER CONTINUED

This went on for some time until Rockefeller's partner grumbled, "The hell with singing, we came out here to play golf."

Every year Rody travels up and down the U. S. with his battered trombone case and a box of songbooks, visiting churches, schools, Rotary meetings, convention halls, rescue missions, state fairs, tents and tabernacles. His publicity handouts call him the WORLD'S GREATEST SONG LEADER, but he does more than that. He sets people to laughing first, then to singing, then to praying and thinking about their souls. When he tunes up his trombone he chuckles and warns the piano player, "Careful now, this is a Methodist trombone and sometimes it backslides." He tells jokes and does magic tricks. He imitates a sour old sinner, hobbling around the stage with his trombone slide for a crutch; then he straightens up and roars with laughter.

He carries a Bible in one hip pocket and a wallet stuffed with \$1 and \$5 bills in the other. When it comes time to take up the collection he reaches slowly toward the wallet in his back pocket, saying, "Now friends, let's get out our pocketbooks and reach for some fold-ing money. . . ." He takes a bill out of his wallet and says, "Now if any of you have reached in here," he digs his fingers into his vest pocket, "for a quarter or something like that, why just hang on-to the coin and wrap your bill around it," he wraps his, "and drop it all into the plate together," he drops his into the plate. This slow-motion technique has an hypnotic effect on audiences. While the collection is being taken up Rody entertains with a trombone solo, frequently *The Palms*.

Saving sinners with Sunday

Rody and his trombone have led the singing for some enormous crowds, notably the 250,000 people who attended the Wendell Willkie homecoming at Elwood, Ind. in 1940. But most of his audiences these days run between 500 and 5,000. During his 20 years with Billy Sunday they were much bigger. He directed at least 10,000 people in singing every afternoon and evening, six days a week, for periods of six to 12 weeks at a time. They met in 1909, on a hot summer afternoon in Kansas, when Sunday wandered into another evangelist's tent and heard Rodeheaver turn the sweating, soggy meeting into a pandemonium of song. He hired Rody the following year and the two men made an irresistible team against the Devil until 1930, when Sunday went into semiretirement at Winona Lake. Between them they started more than a million sinners down the famous "sawdust trail."

Sunday, of course, was always the senior member of the partnership. He had been a professional baseball player (with the Chicago White Sox) when he was "converted," and he carried his athletic tactics over into the pulpit, leaping onto the backs of chairs, rushing up and down the platform and wrestling with Satan in front of fascinated thousands. Rody considers him one of the greatest actors as well as the greatest evangelist who ever lived. "I can still hear the thud of the stone with which he had David slay Goliath," he recalls. "I never got tired of watching him throw that stone—you could practically hear it whistle through the air." At one vast meeting in Philadelphia, he and Sunday "saved" more than 100 uniformed policemen by the

CONTINUED ON PAGE 25



Rainbow Point is Rodeheaver's home on Indiana's Winona Lake. Sun deck on top is for viewing sunsets and rainbows. Porch once collapsed under weight of 300 visitors.

One good flavor deserves another

Sizzling and savory from an outdoor grill—or smothered with mushrooms at the club—your favorite steaks attain their full-

est flavor perfection when served with a cold bottle of SCHLITZ. The delicacy of flavor and smoothness of America's most distinguished beer bring out the best in good things to eat.

JUST
THE *kiss*
OF THE HOPS
...no bitterness



Copyright 1945, J. J. Schlitz Brewing Co., Milwaukee, WIs.

THE BEER THAT MADE MILWAUKEE FAMOUS

Glamour for you, too...

and a lovelier, younger-looking beauty when you make up with "Pan-Cake", today's make-up fashion



★ *It creates a lovely new complexion*



★ *It helps conceal tiny complexion faults*



★ *It stays on for hours without re-powdering*

For a thrilling new adventure in beauty, try this modern make-up... "Pan-Cake". See how easily and quickly it creates a glamorous new complexion, lovely in color, smooth-as-a-pearl, and flawless... see how it gives your skin a softer, smoother, younger look... note how your make-up remains fresh and lovely for hours without re-powdering. Try "Pan-Cake" just once... and like millions of girls and women you'll be devoted to it forever.

Lana Turner
"METRO-GOLDWYN-MAYER'S
"WEEK-END at the WALDORF"



Pan-Cake* Make-Up

AN EXCLUSIVE FORMULA PROTECTED BY U.S. PATENT NOS. 2034697-2101834



*Pan-Cake...Trade Mark Reg. U.S. Pat. Off.

ORIGINATED BY MAX FACTOR HOLLYWOOD



"Young Roddy" 30 years ago led singing for Evangelist Billy Sunday's meetings.



Billy Sunday preached salvation, temperance with unequalled success, died in 1935.

HOMER RODEHEAVER CONTINUED

effects of a single song—and sent them back to their beats singing *Since Jesus Came into My Heart*. In Wilkes-Barre and Scranton they closed half the saloons by singing *De Brewer's Big Bosses* over and over:

Oh no! boys, oh, no!

De turnpike's free

Whe-eh-ber I go!

I se a tem-per-ance in-gine, don't you see,

And de brewer's big boss-es can't run o-ver me.

Rody is still a genial but determined foe of the liquor business. He can deliver a resounding half-hour speech on the evils of drink on short notice, and another on wartime juvenile delinquency, based on facts and figures which were given to him personally by J. Edgar Hoover of the FBI. He often contributes all these talents—singing, speaking, entertaining and praying—free of charge to worthy organizations, but even so his public appearances bring him in between \$250 and \$500 a week.

Probably the larger part of his income, however, comes from the Rodeheaver Hall-Mack Co. of which he is the president, founder and principal advertisement. The company is the largest owner and publisher of gospel songs in the world. In 35 years it has sold more than \$7,000,000 worth of song books and other printed material and its annual income is now close to \$400,000, having gone up every year since 1930 in spite of depression and war. In 1937 Rody and his two brother-partners bought out their principal rival, the Hall-Mack Publishing Co. of Philadelphia, and merged it into the present firm. The "gospel songs" in which they deal differ in both music and words from standard church hymns. The difference, according to Rodeheaver, is that "a hymn is addressed direct to Heaven, while a gospel song is addressed to the hearts of the people."

Salvation is a big business

The Rodeheaver company employs a full-time gospel-song composer and poet named Bentley D. Ackley, who used to be Billy Sunday's private secretary. "B.D.," as he is called around the office, is a spry old man of 82 with a gray walrus mustache, thin hair and a dry sense of humor lurking behind a solemn poker face. He has turned out more than 2,000 gospel songs, including such favorites as *If Your Heart Keeps Right*, *In The Service of the King*, *Mother's Prayers Have Followed Me* and *The Glory of His Presence*.

Rodeheaver himself has written some successful gospel songs for his firm, including *Good Night and Good Morning*.

*... When we step from this earth to God's heaven so fair
We'll say "good-night" here but "good-morning" up there.*

The Rodeheaver firm is the largest industry in Winona Lake, a resort suburb just east of Warsaw, Ind. There are about 800 year-round residents at the lake, including the Rodeheavers and their employees, and Billy Sunday's widow. In summer the population swells to about 6,000, most of whom go to a religious service every day. Every summer Rody conducts a two-week, \$15, Sacred Music Conference at the lake for choir leaders, ministers, evangelists, Y.M.C.A. leaders and others. Among his graduates is a Korean song leader who learned to play the trombone and legally adopted the name of Rody Hyun in honor of his teacher. He is now leading a band somewhere in Korea. Another Korean graduate named himself Homer Kim, for the same reason, but only got as far as Boston, where he is a wholesale dealer in chop-suey materials.

After classes Rody likes to invite everybody home for chicken sup-

CONTINUED ON NEXT PAGE

LI'L ABNER

Reg. U. S. Pat. Off.

by
AL
CAPP

NO!—NOT THET!!

AH HAS HIRED YO' T'KETCH ME A HUSBIN'—BUT 'TAIN'T HOOMIN T'KETCH LI'L ABNER IN THET 'BAR TRAP!!!

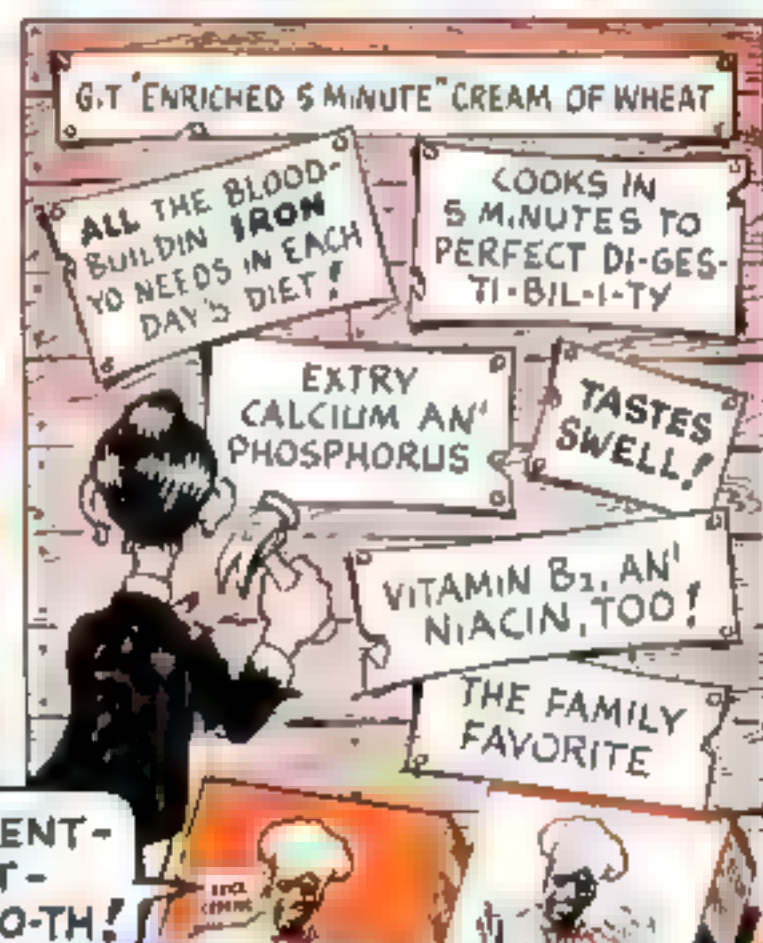
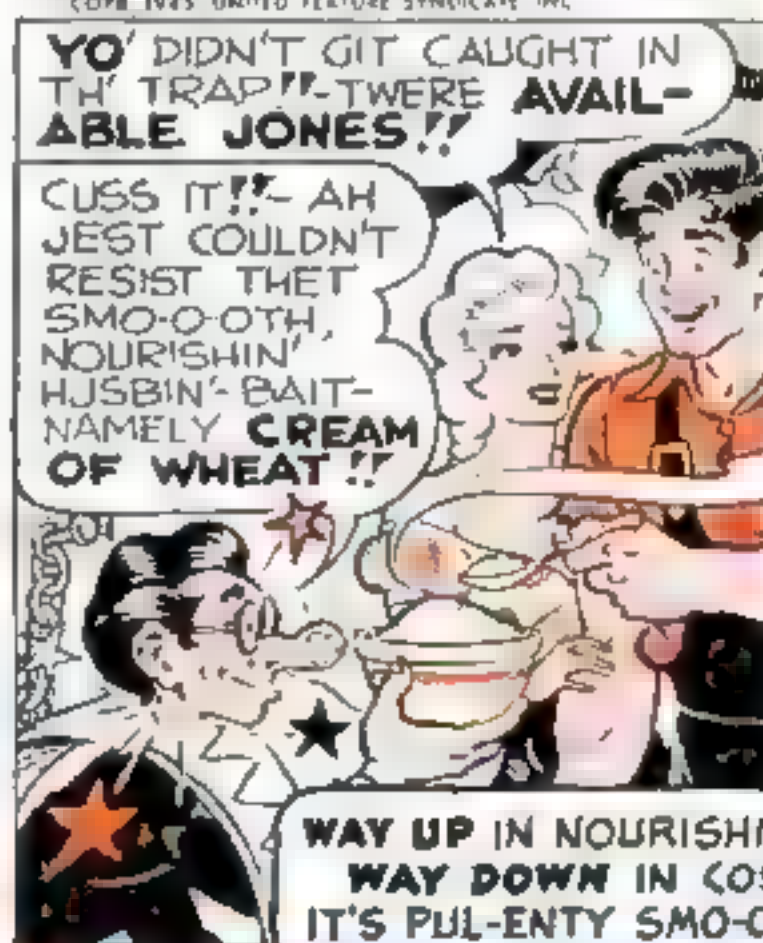
IT'S TH' BEST BRIDE-GROOM KETCHER WHICH AH-AVAILABLE JONES—HAS AVAILABLE! AH'LL BAIT IT WIF LI'L ABNER'S FAV'RITE FOOD—DEE-LISHUS CREAM OF WHEAT!!!

GIT THET CREAM OF WHEAT FEELIN'—LESS THEN 1¢ A BOWL!

CREAM OF WHEAT BABIES MINDED—5¢ EACH

OTHER KINDS 10¢

AH IS AVAILABLE FO' A PRICE!
Available Jones



The best brushes have DU PONT NYLON BRISTLES



A lustrous brush for lustrous hair

Everyone in the family (and every family) will want a brush like this.

It's bristled with DuPont nylon—same as the stocking material, but a different kind of nylon. Nylon bristles make your scalp tingle and feel good. Water-resistant, nylon bristles won't get soggy and are a cinch to clean. Best of all, nylon outlasts ordinary bristles at least three to one!

The back and handle are made of Du Pont "Lucite" plastic. Delicate in appearance and light in weight... yet sturdy. Gleaming, crystal-clear, coolly beautiful... yet warm and pleasant to the touch.

Because nylon and "Lucite" have gone to war, chances are you'll have to wait till war's end

for your brush. Someday soon, though, there'll be plenty of nylon bristles available again not only for hairbrushes but other kinds as well: paint... household... industrial.

And there's one kind of nylon bristle you can get today: nylon toothbrush bristles. Standard with today's better brand of brushes, they dry faster, wear longer, brush better! E. I. du Pont de Nemours & Co. (Inc.), Plastics Department, Arlington, N. J.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

NURSES ARE NEEDED NOW... JOIN UP

A Product of Du Pont Plastics

HOMER RODEHEAVER CONTINUED

pers and sunset-watching parties on his porch, which runs around three sides of his house, all facing the lake. Once he invited 300 people there for supper and a corner of the porch collapsed under their weight. He used to have a slide running from the sun deck straight into the water, but Will Rogers wrote a newspaper column about this and so many people drove up in bathing suits to slide down it that Rody took it down for fear his whole house would collapse.

Rody never married; he lives with his sister Ruth and her husband, Jim Thomas, who helps look after his business and farming affairs. Ruth Rodeheaver Thomas has a beautiful soprano voice and often sings duets with her brother; she and Grace Moore, the Metropolitan diva, learned to sing together as schoolgirls and played the pianos in Yumbert Rodeheaver's music store in Jellico, Tenn. Yumbert (nobody can account for the spelling of his name) was the oldest brother in the family.

Rody's family were devout Methodists—though his evangelism is nondenominational—and he never had any bad habits except in his teens when he smoked a pipe while working in his father's sawmill. He entered Ohio Wesleyan University, where he waited on tables and was college cheerleader. The energy he put into his cheerleading attracted the attention of a traveling evangelist named Biederwolf, who gave him a summer job leading songs at his revival meetings. In those days there were no loudspeakers or microphones. Rody found that neither his voice nor the piano were loud enough to carry all the way through the crowds and he looked around for something more powerful. A fellow student had a battered trombone which he was willing to sell for \$4.50; Rody bought it and used it for several years, finally getting \$8 for it on a trade-in. He had so much fun leading songs that he never went back to finish college, but he now holds the degree of Doctor of Sacred Music, which was given him by Bob Jones College, Cleveland, Tenn.

Rody's closest friends are a remarkable cross section of the whole population, including celebrities like Poet Eddie Guest, Branch Rickey of baseball, Asa Candler Jr. of the rich Coca-Cola family, Marion Talley, whom he helped to start on her singing career, along with missionaries and cowboys and a large number of reformed sinners. On a recent Middle West tour Rody met and sang for some of these friends of his, including a former house painter who once tried to burn up his wife and family in a drunken rage, an ex-bandit and a car thief who is still wanted in one state for highway robbery and a former policeman who helped organize the notorious Michigan Black Legion and was indicted for murder and conspiracy before he was converted. All of these men are now practicing evangelists themselves.

This power of song to change men's lives is a never-ending theme with Rody, who is an essentially serious man who uses smiles as ammunition in this fight for a better world. "I believe there is a worldwide revival of religion coming back," he told an audience one night not long ago. "And when it comes it will come through singing songs and teaching others to sing. I go around to the churches and tell people there is no use of their sitting there like a lot of sour crab apples, scaring people away. We Christians have a right to be happy. So come on friends, let's make the world a brighter and better place."

*"Do not wait un-till some deed of greatness you may do,
Do not wait to shed your light a-far,
To the man-y du-ties ev-er near you now be true,
Bright-en the cor-ner where you are. . . ."*



In the Dead Sea Rodeheaver was photographed while playing trombone as he floated on its exceptionally salty and buoyant water. Song he played was *Brighten the Corner*.

Better try **MODESS!** *The napkin*
with the triple-proved **DEODORANT!**



"Listen to this! Before they okayed it, Modess chemists proved that new deodorant wonderfully effective!"

"Yes—and then it was proved effective by strictly impartial laboratories."

"Best of all, it's been proved a hit with thousands of girls who've tried the new napkin."

SEE FOR YOURSELF the luxury, the daintiness of new Modess—the sanitary napkin with the triple-proved deodorant!

IMAGINE! NO SEPARATE POWDER! No nuisance. No sprinkling over everything!

IT'S SOFTER, TOO! 3 out of 4 women found Modess softer to the touch in a nationwide poll.

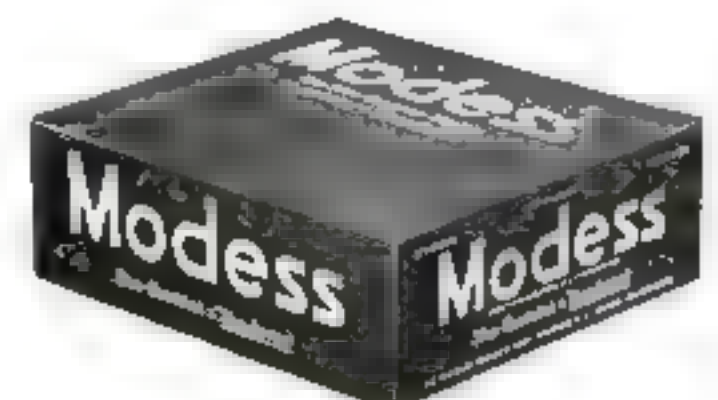
IT'S SAFER! 209 nurses in hospital tests proved Modess less likely to strike through than nationally known layer-type napkins.

IT COSTS NO MORE—so don't miss this extra aid to daintiness! Ask for the wonderful new Modess with Deodorant. A box of 12 costs only 22¢.

If you'd rather have Modess without deodorant just ask for "Standard Modess."

• • •

FREE! Send today for "Growing Up and Liking It"—a bright, modern booklet on the how and why of menstruation. Write Martha Steele, Personal Products Corp., Box 335-J, Milltown, N. J.





GREAT ROCKY BASIN OF THE CHISOS MOUNTAINS IS IN THE CENTER OF BIG BEND NATIONAL PARK. FIR-COVERED CHISOS ARE OF VOLCANIC ROCK OVER 50,000,000 YEARS OLD

Big Bend

A TEXAS WONDERLAND IS THE COUNTRY'S NEWEST NATIONAL PARK

American motorists, resuming their highway wandering, now have one more natural wonderland to explore than they had before war clamped down on their gasoline. That new wonderland is Big Bend National Park, the last great wilderness in Texas. Big Bend's 780,000 acres, which make it the fifth largest national park, lie along the Rio Grande in the state's southwest corner. It is the newest national park, having opened in June 1944.

On these pages LIFE gives vacationers a look at the great and curious beauty they will find in the Big Bend country, which takes its name from the

huge U-turn the Rio Grande makes 200 miles southeast of El Paso. Big Bend is at its best in late spring, when the rains bring desert flowers into bloom. Nowhere else on the continent is there so wide a variety of plant life, which ranges from the subtropical cactus and mesquite in its arid lowlands to the hardy Douglas fir trees on its 8,000-foot Chisos mountain range. Down in the deserts live peccaries and rare hummingbirds. Up in the mountains are lynx and golden eagles. The Basin of the Chisos (pronounced Chee-sauce), or "Phantom," Mountains *above* is in the heart of this vast virgin tract.



MARISCAL CANYON was formed by the Rio Grande cutting through Mariscal Mountain. It has never been completely surveyed, is about 12 miles long, with rapids in

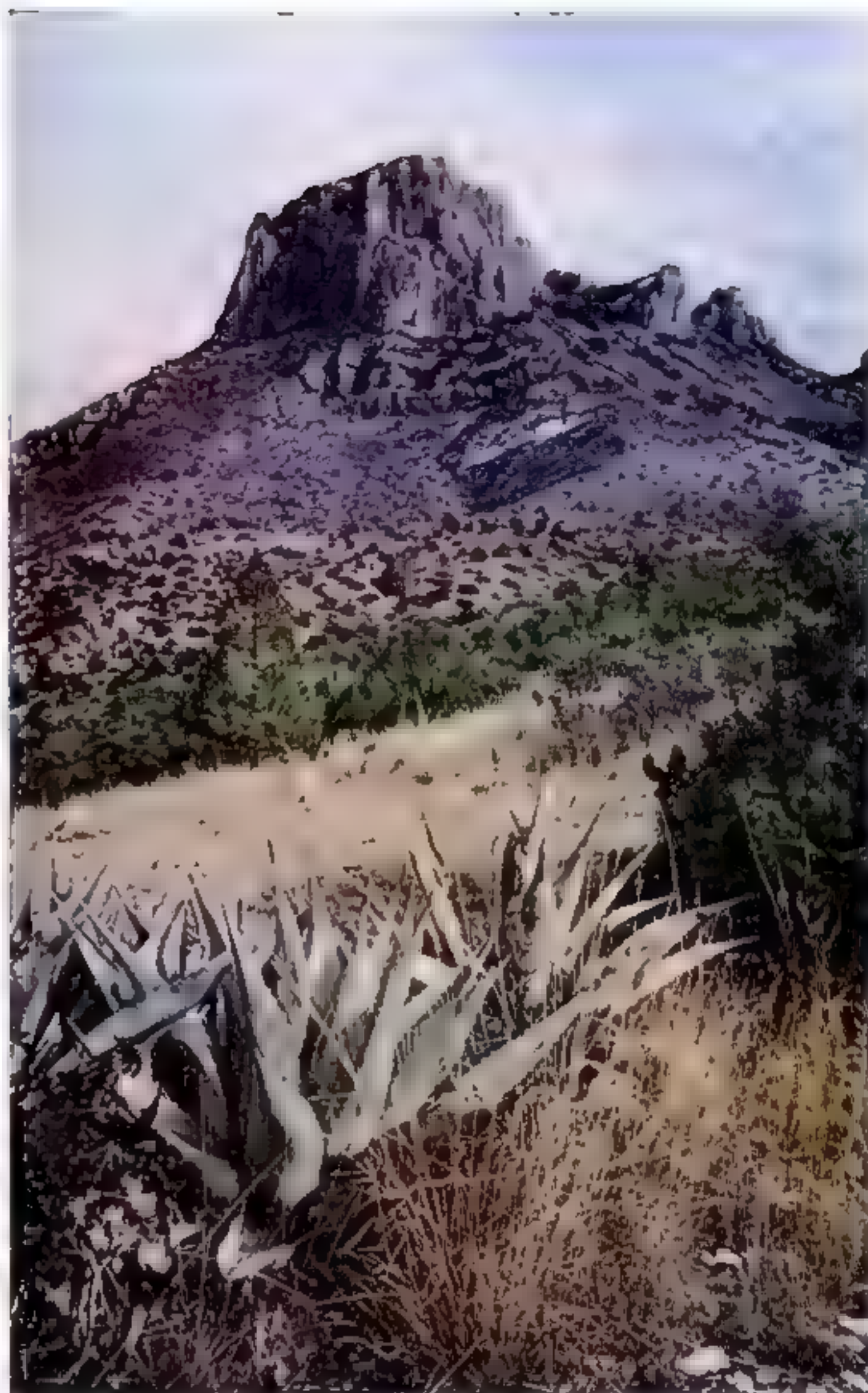
some parts so fierce that in floodtime no one can get through. This is one of deep, quiet stretches where varicose tidal rise hundred or so feet out of shadowed water.

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Big Bend CONTINUED



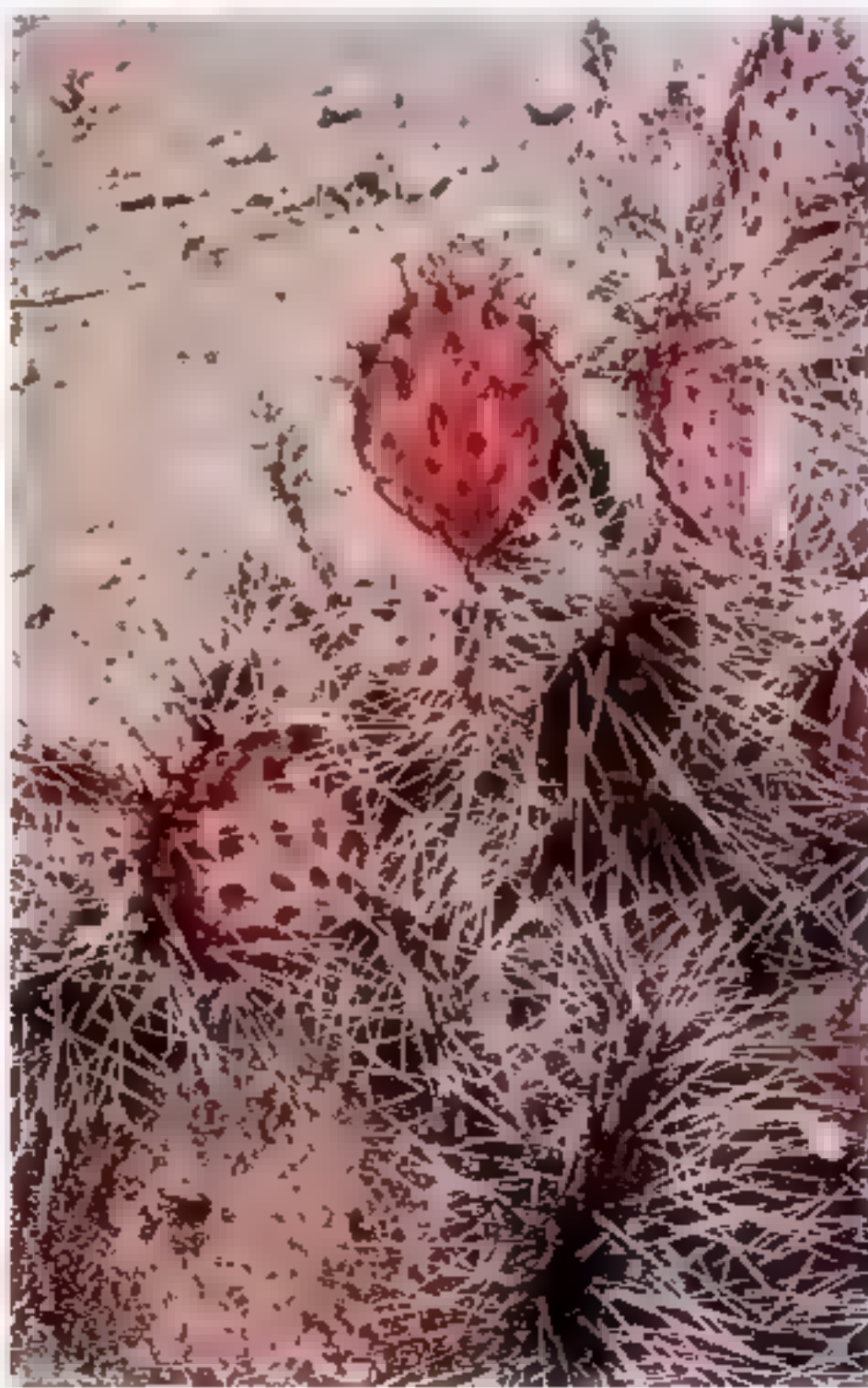
THREE YUCCAS stick up out of the desert of Dagger Flats. Big Bend' yuccas are sometimes called "daggers" because of their sharp leaves against heavy, bay-colored trunk.



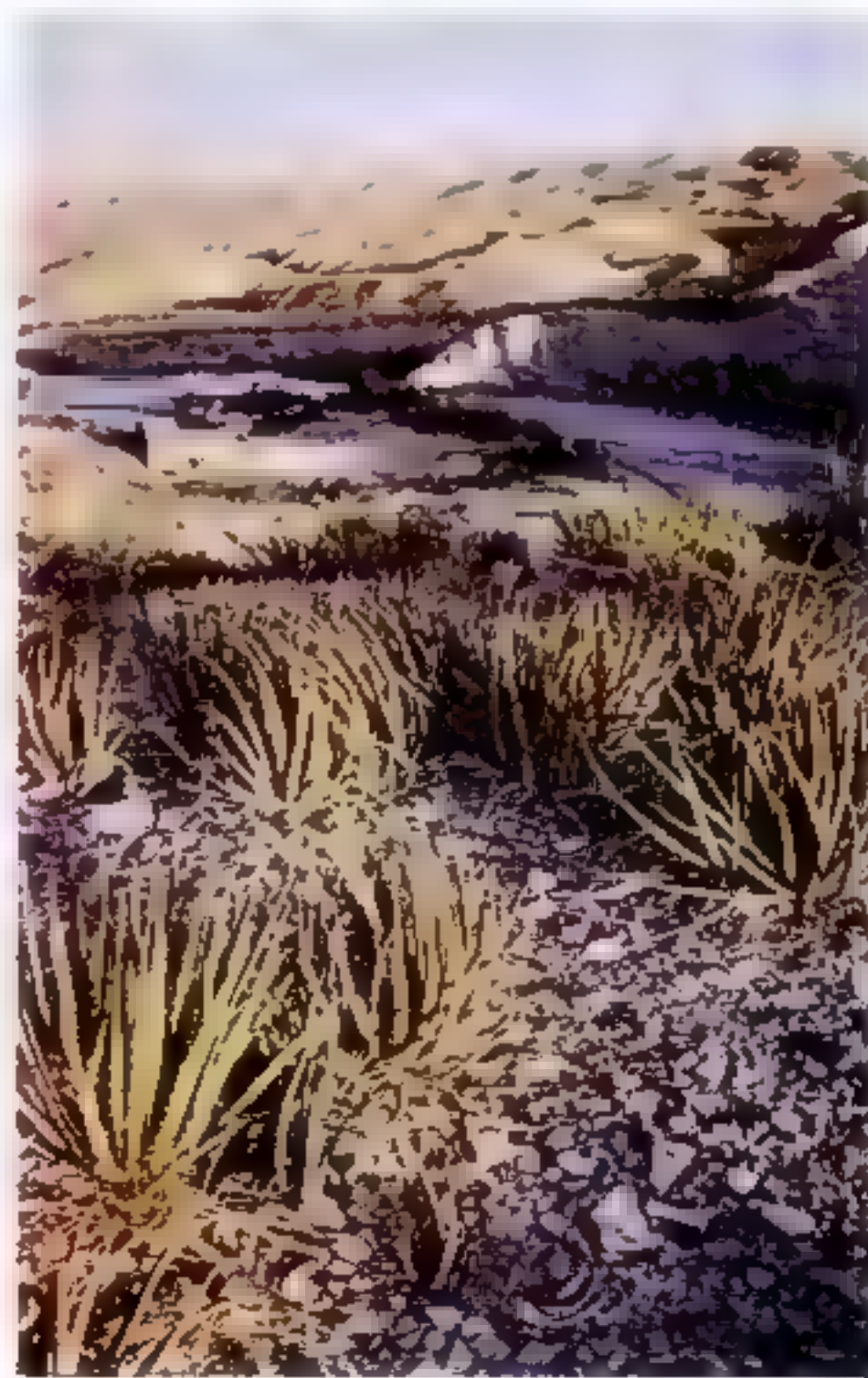
CENTURY PLANTS are common in the park. In the background are some of Chisos Mountains, which will be the site for summer tourist cabins when park is completed.



PRICKLY PEAR CACTUS in yellow-green hue blends with the green of the desert scrub seen in the background.



PURPLE-TINGE CACTUS gets its name from pinkish-purple hue. Needles are longest of three similar cactus varieties.



LECHEGUILLA, which is a member of the Amaryllis family, has strong fiber that the Mexicans weave into baskets.



ON THE BORDER, at the southeastern end of Big Bend National Park, the Rio Grande rolls around the sand to keel town of Boquillas, Mexico, then cuts a canyon in the

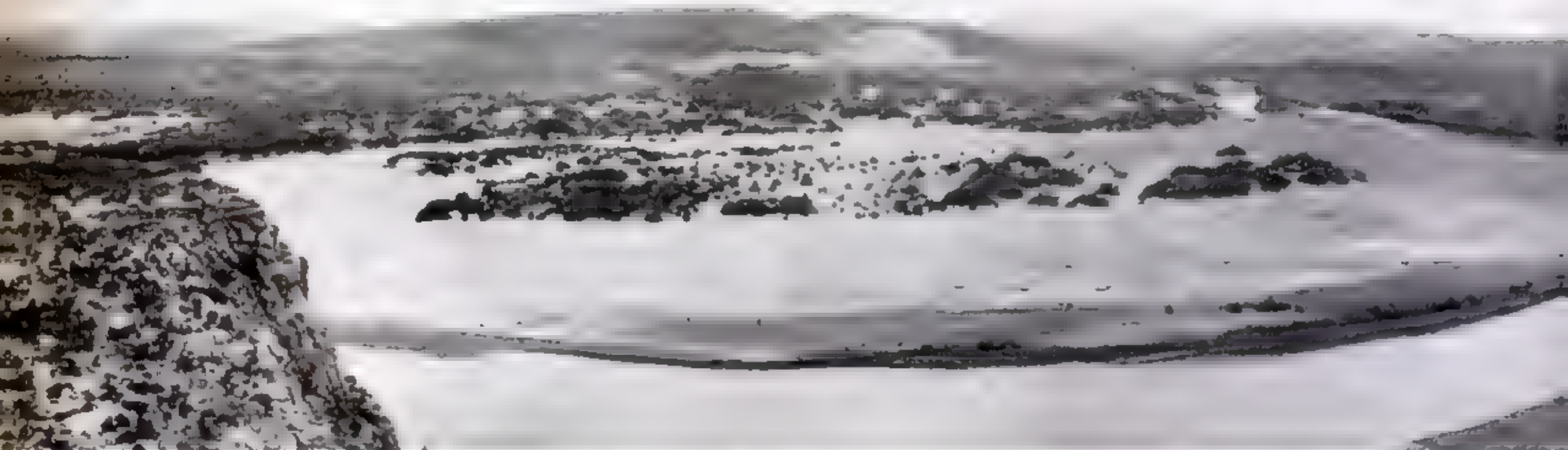
Sierra del Carmen, whose steep escarpment looms in background above. All people on U. S. side of river were moved out of Big Bend when it became a national park.

Big Bend CONTINUED



THE SPECTACULAR PANORAMAS are the great attraction of Big Bend Park. Most breathtaking is the one above seen from the South Rim of the Chisos Mountains. The spot from which this photograph was taken can be reached only on foot or horseback. It is 7,000

feet high and affords a 100-mile vista of desert plain, mesas and jumbled volcanic mountains. In far left background is the Sierra del Carmen range. In center, 16 miles to the south, is the Mariscal Mountain. The peak at right center was a clock like a rounded



THE RIO GRANDE, seen here from the U.S. side, cuts new courses for itself through the arid plain between Big Bend and the Sierra del Carmen (in background). In this desert, on the banks of the Rio Grande, the U.S. plans to build Mexican-style lodge

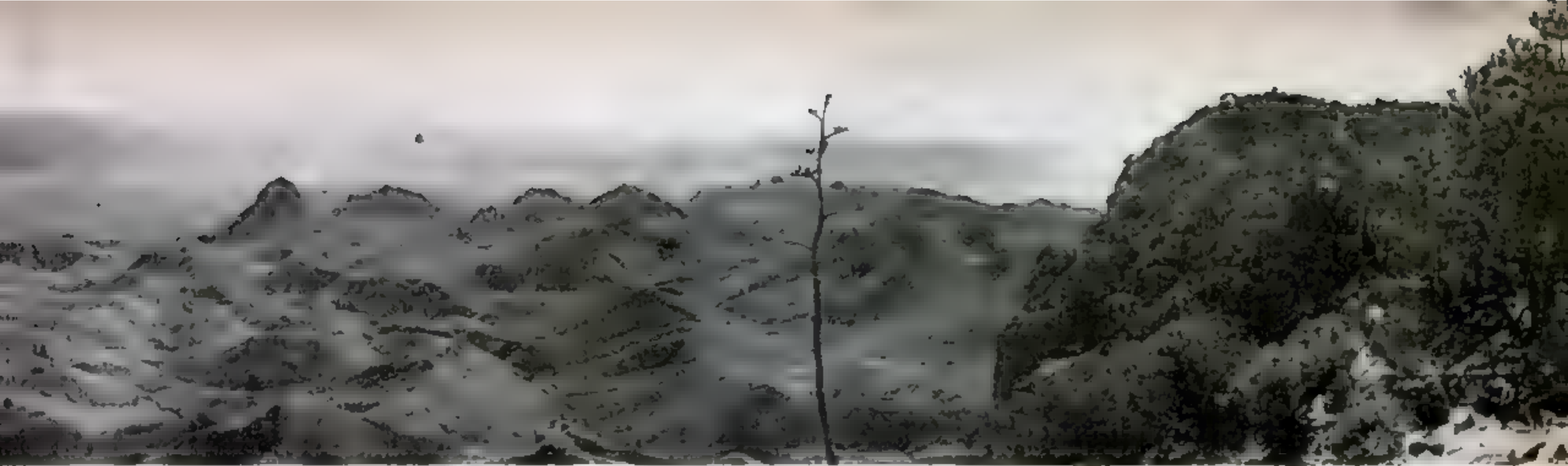
houses which campers may rent. In late winter the river, which Mexicans call Rio Bravo, is a comparatively mild shallow body of water partially navigable to small boats. After early fall rains, however, the Rio is a swirling torrent which few sensible men



NORTHERN APPROACH TO THE CHISOS (above) shows a panorama of peaks jutting out of the desert scrub. From left to right the four highest are Pummel, Panther, Lost Mine and Alsate. Alsate is named after a legendary Apache chief who now lies slumbering at

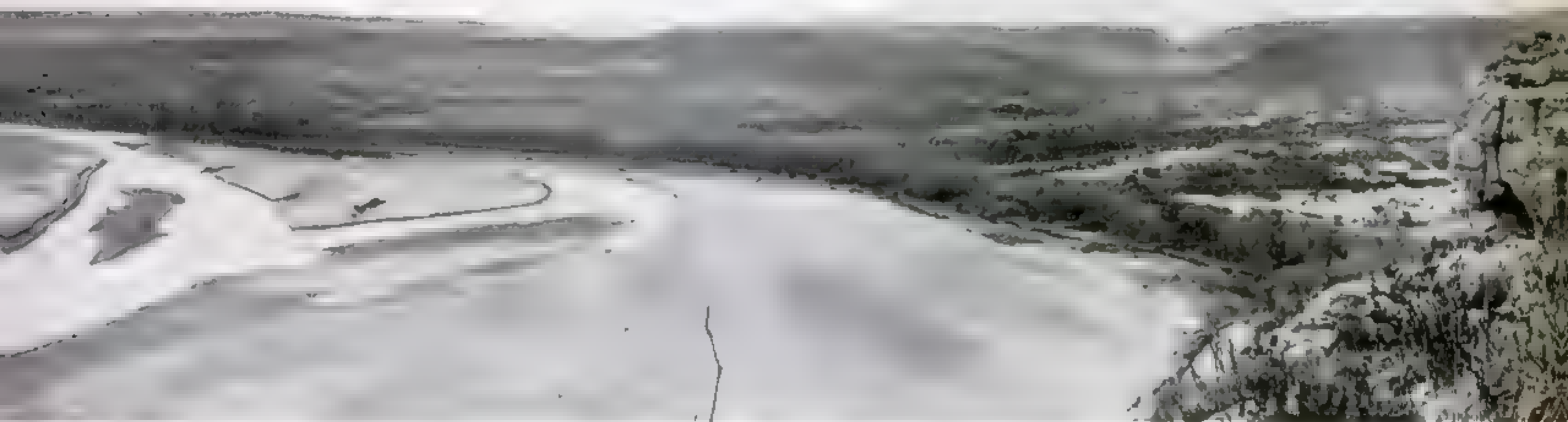
entrance to the Chisos and watches over the secret of the "lost mine," which is supposed to be somewhere on Lost Mine Peak. Visitors to Big Bend can spot Alsate's chin, nose, forehead and Indian headdress on peak at right. Below: the Rio Grande cuts the





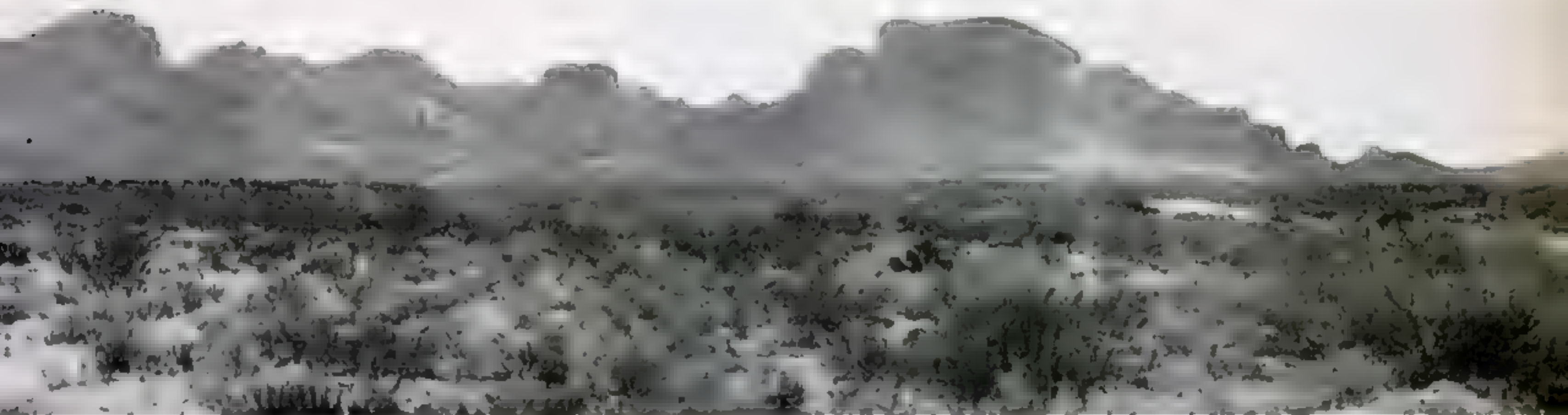
pyramid is called Elephant's Tusk. The Rio Grande flows across this panorama from right to left, cutting a deep limestone gorge through the Mariscal Mountain. Much of this terrain is Mexican territory, virtually uninhabited and of practically no present ag-

ricultural use. The land which lies beyond the Sierra del Carmen in Mexico is even more spectacular in some sections than the Big Bend country. Someday the Mexican government plans to make this tract part of 700,000 acre national park to match Big Bend



ricultural use. Most treacherous of all sections of the river are the park's three boulder-strewn canyons—Boquillas, Mariscal and Santa Elena. Only ~~one~~ one party of explorers, a group led by a geological surveyor who mapped the Big Bend country in October

1889, has managed to negotiate all three of Big Bend's canyons when water in the river was high. At Santa Elena Canyon (see *bottom of page*), whose sheer sides rise 1,500 feet, foolhardy vacationers have been killed trying to swim the rapids with inner tubes.



Santa Elena Canyon deep through two limestone tablelands, the Sierra Ponce of Mexico (*left*) and the Mesa de Angula of the U.S. (*right*). The river flows from left between the escarpment and the low hills. The canyon, which is reached by Big Bend's

main road, is the park's favorite tourist spot. At its head U.S. plans to put a picnic ground for campers. Vacationers who visit Big Bend before park is officially dedicated, probably by end of 1946, are warned to bring their own tents and camping equip-





"Prinny," the Prince Regent Robert Morley, rests in his private bar from the exhausting gaiety of the Carlton House

ballroom. One of his mistresses, Lady Hertford (Suzel Latchford), massages his gouty leg while he drinks pink champagne.

pageant and confides his plan to marry (Miss Latchford) saying that his unwanted wife will leave England to follow her.

"FIRST GENTLEMAN"

Laborite Britishers flock to see a play about a dissolute monarch

Despite Labor's landslide in the recent British elections, London theatergoers are standing in box office queues to see a play depicting one of England's most luxury-loving monarchs, George IV. The play, *The First Gentleman*, by Norman Gurnsbury, has for its setting the cluttered elegance of the period. Englishmen call the Regency an era between 1811 and 1820 when Beau Brummell was the hero of London society and people of fashion surrounded themselves with a confusion of Chinese lacquer and other bric-a-brac.

George IV was a dandy, wit, seducer and connoisseur whose love of wife, women and pleasure won him the title of "The First Gentleman of Europe." His friends called him "Prinny." He spent much of his regency conspiring to get rid of his wife and marry off his daughter, thinking that by marrying or becoming a grandfather he could provide a candidate for the throne. Both women frustrated him, and he was finally forced to pass the throne on to his brother, who in turn was succeeded by the great Queen Victoria.

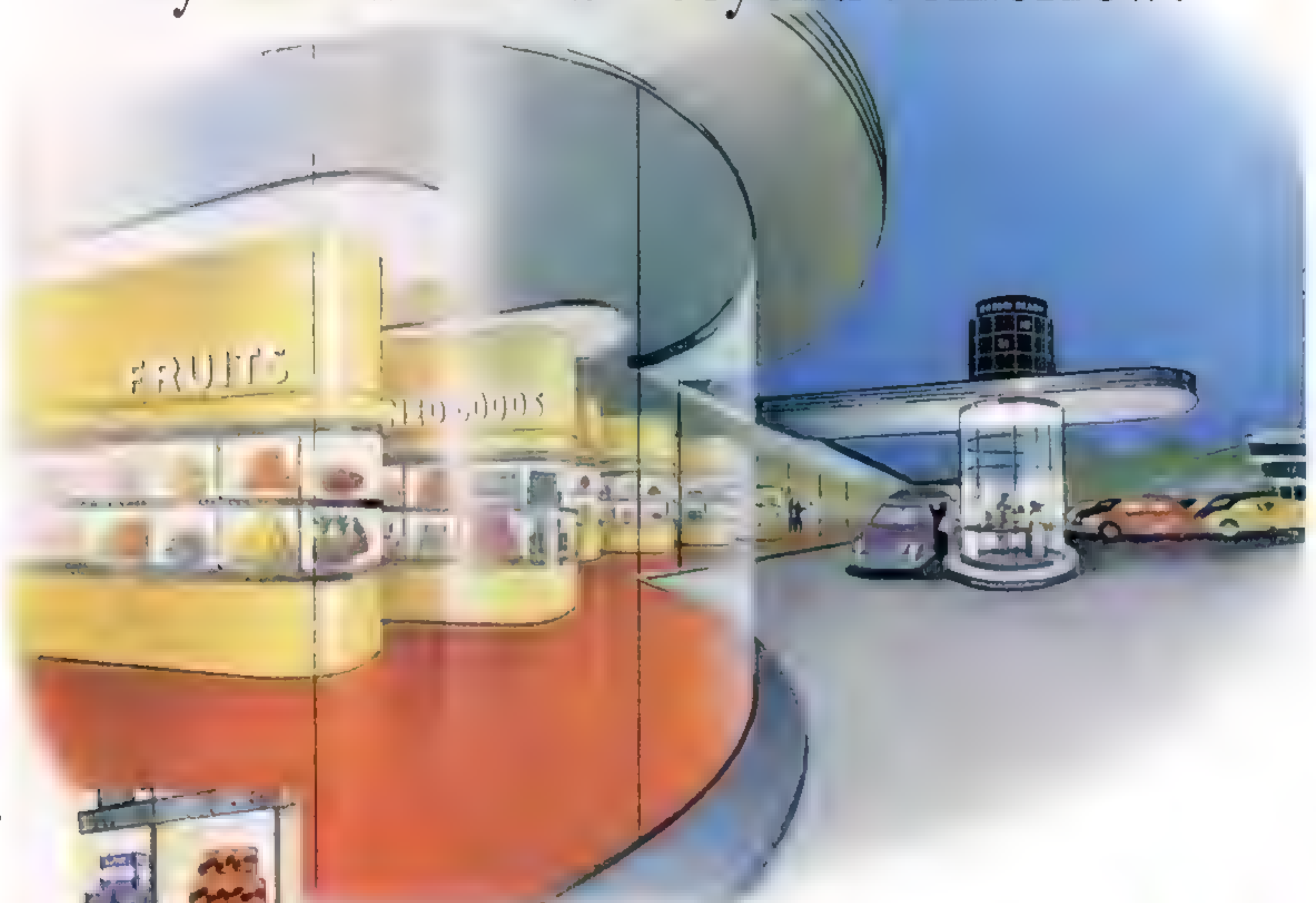
Prinny's daughter, Charlotte (Wendy Hiler), emerges from under her father's bar where she had hidden from the Prince of Orange whom Prinny wants her to marry.



Prinny's wife, the lonely German Princess Caroline, comforts Charles (Supers), as Caroline strikes poses in a wax effigy of Prinny, growling, "You celebrated, better as some of us and."



The Super Market of the Future by Men Who Plan beyond Tomorrow!



A dial is set to indicate quantity wanted before key registers order.



Each customer's selections are flashed on numbered board in downstairs shipping room where complete order is assembled.

PLANNING TODAY FOR TOMORROW'S SHOPPING

Upon entering, the customer will be handed a numbered key to be used in registering selections. A twist of the key at any display case is recorded in the basement shipping room. While the orders are being assembled, the customers rest comfortably in the parking space until their numbers are flashed above the cashier's booth. The complete orders are sent up, payment is received and away go the customers.

FOR MEN WHO PLAN BEYOND TOMORROW

Remember six years ago when the youngest whiskies in Seagram's V.O. Canadian were laid away for your pleasure today. That was the year when "Snow White" received an award, when sulfanilamide was used successfully, when Germany pledged respect for the neutrality of Norway and Sweden. Yes, it was long ago! Which is why Seagram's V.O. is so enjoyable today.

Six Years Old - 86 1/2 Proof - Seagram Distillers Corporation, New York



Seagram's V.O. CANADIAN

CANADIAN WHISKY—A BLEND....OF RARE SELECTED WHISKIES

Why fear the storms of the forties?



Painted by Edmund Spenser

"Change of life, usually affecting women in the forties, need no longer be a stormy period marked by physical discomfort, depression, or 'nerves.' So much is known today about the function of the glands and the emotional factors involved in change of life that proper medical care can bring more than 90% of women through the period smoothly and gently, without sudden upset. There's no reason for any woman to dread the menopause . . . not if she acts wisely as soon as symptoms of the change appear."

Your doctor

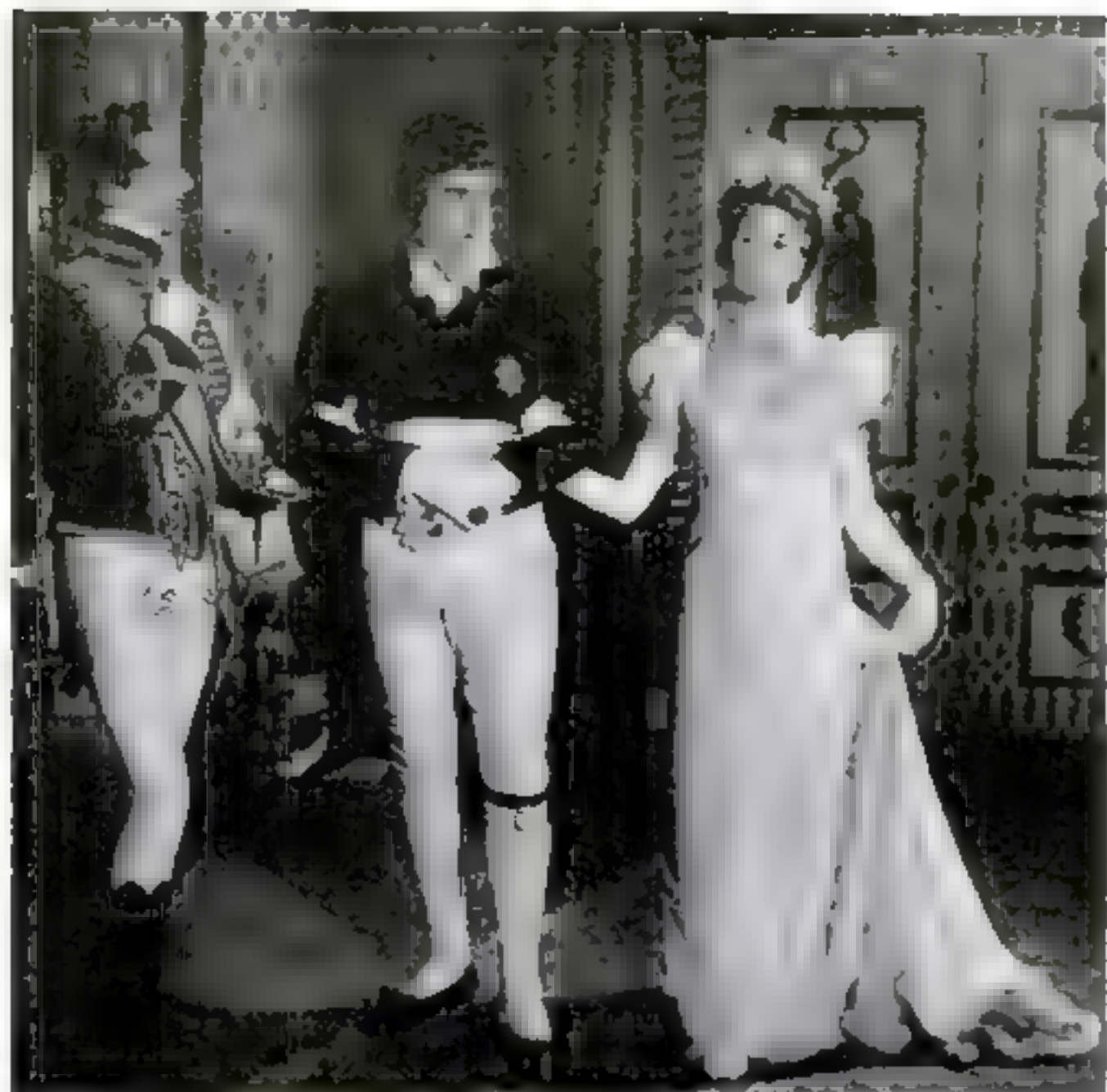
See your doctor at the first sign of disturbance

1. *If you note any unusual changes, if you have flushes, feel dizzy, gain weight, or suffer from upset nerves, consult your physician at once.*
2. *Follow his advice faithfully and remember that his recommendations about treatment, diet, exercise, and recreation will help make this period a time of easy change. So carry out all his instructions, every one.*
3. *Have a check-up as often as your doctor suggests during this period, even if you feel well. Your physician will want to keep close watch to make sure no other troubles of middle age appear.*

FINE PHARMACEUTICALS SINCE 1886



Copyright 1945, The Upjohn Company



Charlotte is defiant when Prinny tries to interest her in Prince of Orange (left). Instead she marries Duke of Saxe-Coburg, whom she loves, and dies in childbirth.



Two years later Prinny prepares for christening of his niece Victoria. As his mistress laces his stays, he grunts, "Careful! This is living flesh you're mummifying."



A toast to Victoria, now a likely heir to the throne is drunk, and the play ends. Victoria succeeded to the throne after the reign of Prinny's brother, William IV.

no finer
fit at
any price

BESTFORM BRASSIERES
79¢ to \$1.50

BESTFORM FOUNDATIONS
\$2.50 to \$6.50

BESTFORM
means best form

WHAT MAKES A BICYCLE *Great?*

It takes *experience* to produce a great bicycle... experience in styling, design, selection of materials, methods of construction and other important factors.

Behind the famous Columbia Bicycle stand sixty-eight years of such experience. You can see it, and enjoy it, in the long service Columbias give... in their beauty, durability, ease of operation, riding comfort and safety.

THE WESTFIELD MANUFACTURING CO.
WESTFIELD, MASS.

LOOK TO COLUMBIA FOR GREAT POSTWAR BICYCLES!

Columbia
BICYCLES

THE WESTFIELD MFG. CO.
WESTFIELD, MASS. U.S.A.

COLUMBIA BICYCLES SINCE 1870



THE MAIN FLOOR OF NEIMAN-MARCUS STORE IN DALLAS, TEXAS HAS WIDE AISLES, HIGH CEILINGS AND AN AIR OF UP-TO-DATE ELEGANCE.



AT THE ENTRANCE on Ervay Street a customer steps out to her shiny car. The store is four stories high now but Neiman-Marcus is planning to add three more stories as soon as it can.

TEXAS

NEIMAN-MARCUS IS

To everybody except Texans, who have long associated Texas with the zenith of everything, the presence of the Neiman-Marcus store in Dallas is a remarkable phenomenon. Dallas is in the heart of the Texas oil and cotton country, hundreds of miles from the nation's recognized fashion centers. Yet it supports, in a manner to which few stores ever get a chance to become accustomed, the four-story establishment at the corner of Ervay and Main Streets which is one of the world's most fashionable stores.

Neiman-Marcus is, primarily, a place for women's clothes. It sells more dresses of more exclusive designers than any other single store in the U.S.—and the same with hats, shoes, furs. The people who make its jewelry also supply elite places like Tiffany and Black, Starr & Gorham. The Neiman-Marcus store, a handsome edifice of terra cotta and stone, contains salons whose theatrical elegance would win the respect of a Hollywood set designer (see above) and is filled with



AT RIGHT ARE COSMETICS, AT LEFT, ACCESSORIES. DOWN THE MIDDLE ARE LUSH FLORAL DISPLAYS, THIS ONE SOME GLADIOLUS "TREES"

STORE

A FASHION CENTER

models and shop girls whose looks would win the eye of a Hollywood casting director.

Neiman-Marcus was started in 1907 by Herbert Marcus, a young department store buyer, and his sister and brother-in-law, Carrie and Al Neuman. To the surprise of its competition it stocked only expensive and exclusive feminine garb. To the amazement of its suppliers, this stock proved wonderfully popular in previously unfashionable Dallas. As Texas prospered in cattle, wheat, cotton and oil, so did Neiman-Marcus. Not only the prominent matrons of Dallas and environs, but the ladies of newly rich oil drillers and cattle raisers thronged the store to buy delicate creations and swank accessories. In return for this loyal and free-spending custom, N-M has educated its public to the newest styles with weekly, monthly and annual fashion shows. Expensive though all this may be, Neiman-Marcus has found it a good way to do business. In 1907 it netted \$3,000; last year, \$398,000.



THE MARCUS FAMILY includes (left to right) Herbert, the founder, Stanley, his eldest son who is largely responsible for the store's fashion leadership, Larry and Lieut. Herbert Marcus Jr.



MODELS DISPLAY the newest designs, sometimes before Fifth Avenue or Wilshire Boulevard sees them, against handsome backgrounds such as the fashion salon on the second floor of the Neiman-Marcus store. Gowns are not displayed on mere racks as in lesser stores. Neiman-Marcus officials say that a New Yorker would have to visit 27 dif-

ferent Manhattan establishments to see all the styles carried and displayed by Neiman-Marcus. N-M ones include Hattie Carnegie, John Frederick, Lilly Dache, Tina Leser (see pp. 164-169), Nettie Rosenstein, Clare Potter, Adrian, many more. Customer at right is Mrs. S. Allen Guberson III whose shopping adventures are shown on the opposite page.

IT TENDERLY CARES FOR ITS CUSTOMERS

A customer coming into Neiman-Marcus is confronted not only with a supply of clothing which might, by its very variety, baffle her taste a little, but also by a staff of salespeople and models who gently but firmly guide her through any befuddlement. The store's executives regularly roam through the departments, giving advice on some of the graver problems of fashion and sometimes sternly censoring salesgirls' suggestions. They have been known to stop a \$1,000 sale because they thought the article bought was unsuited to the customer who wanted to buy it. The sales system, described in the pictures on this page, makes it easy for customers to shop at Neiman-Marcus and also easy for them to spend money there.

Neiman-Marcus is very pleasant to its customers but it is very tough to its suppliers if they should violate any agreement to give N-M exclusive sales rights. If the store finds that a competitor has one of its supposed exclusives, it withdraws the article immediately from its own shelves and speedily ships it back to the supplier. This exclusiveness brings customers from many hundreds of miles around. Forty per cent of Neiman-Marcus' business comes from out of town.



NEW OUTFIT is worn by Mrs. Guberson after she has seen it modeled, bit by bit (see pictures at right). She was served by 11 different N M models and salespeople during her shopping. The total cost of ensemble, including the bracelet and earrings (at \$595 and \$100 respectively), and sables, is \$1,915.



FOUNDATION (872) begins a new ensemble for Mrs. Guberson (see left right).



EARLY FALL SUIT by Adrian (\$195) is next item modeled for Mrs. Guberson.



APPROPRIATE JEWELRY, at \$45 to \$6,000, is modeled after suit selection.



GLOVES are tried on Mrs. Guberson, who is also shown umbrellas, handbags.



SHOES at \$18.95 are selected to go with the suit and a new "topper" hat, \$55.



SABLE NECKPIECE at \$750 is selected by Mrs. Guberson to top off ensemble.

TEXAS STORE CONTINUED



EXPENSIVE LINGERIE, a \$98.75 lace negligee over a \$89.75 white nightgown, is modeled for Orman Don Josey. Such items are especially popular with Texas women.

Neiman Marcus also includes among its customers transcontinental travelers who detour in their journeys all the way to Dallas—population 450,000—to shop at N.M.

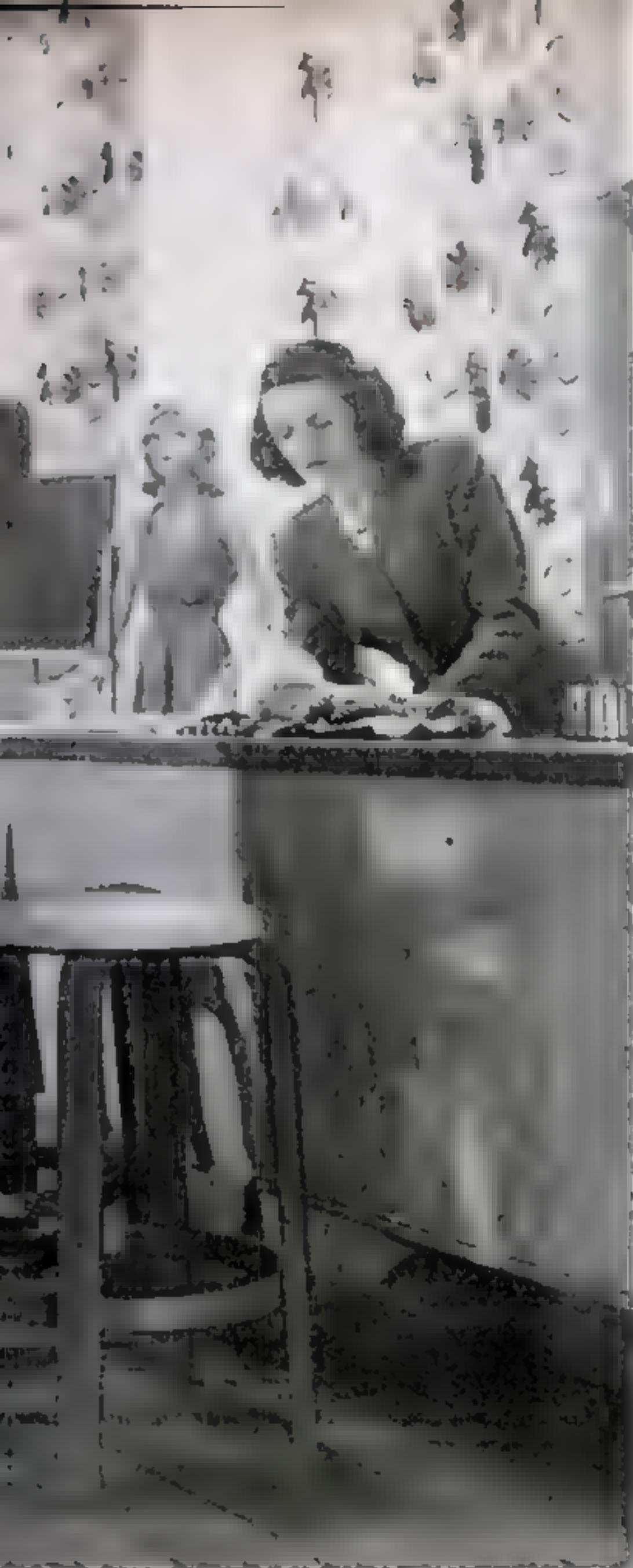


TEEN-AGE CLOTHES get customers' daughters in to the Neiman Marcus Label. It's one showing an \$8.95 pedal-pusher suit. Neiman Marcus says its teen fashions

N.M. GIRLS ARE PRETTY



NEIMAN-MARCUS ADDS TO ITS GLAMOROUS APPEARANCE BY SELECTING GOOD-LOOKING PERSONNEL, FROM STOCK GIRLS TO AD ARTISTS.



for their good looks (see below). They buy more carefully than a Texas housewife as well as exert more care and not to judge a woman's pocketbook by her appearance.



AUGUST FASHION SHOW includes (left to right) a Royal K. O. fur parka coat at \$15,000, Silverlu platinum, mink, \$15,000, wild mink \$15,000 and ranch mink, \$15,000.

Although Dallas whose mean annual temperature is 61°, has a fur coat season lasting three months, NM merchandising has made furs a major sales item.



THE GIRLS THINK THE STORE'S SCHOOL FOR MODELS IS BETTER THAN A FINISHING SCHOOL. MODELS OFTEN MARRY WEALTHY TEXANS



N-M JEWELRY stock includes things like a spoke pin of diamonds and rubies for \$765, matching earclips at \$435.



TWIN STONE pentagon diamond ring costs \$22,500; the diamond bracelet, \$13,925; twin gold bracelets, \$360.



TWO JWELED CLIPS cost \$4,500; the choker, \$360. Most stores handle a few jewelry lines. N-M has seven.

MEN ARE GOOD BUYERS OF ITS COSTLY JEWELS

A few years ago Neiman-Marcus opened a men's department and has profited considerably by its venture. But Texas men were good Neiman-Marcus customers long before they started buying high-priced clothes for themselves to wear. They are consistent and sometimes extravagant buyers of Neiman-Marcus jewelry, which is luxurious and costly. If wealthy oil- or cattlemen are too busy to come in to Dallas to shop at the store, Neiman-Marcus sends

its wares to the oil fields and ranches. The cigar-smoking oilman on the opposite page is Tracey Flannagan, who bought a \$1,500 Neiman-Marcus bauble for his wife. His wife did not like it so he sent it back. A salesman went calling on Mr. Flannagan, sold him a more suitable string of pearls for \$4,400. Recently a newly married Texan remarked. "When I was a bachelor, I was in business for myself. Then I got married. Now I'm in business for Neiman-Marcus."



IN THE MEN'S DEPARTMENT Murray Samuel, an investment man newly released by the Army, tries on some N-M \$40-apiece replacements for his recent khaki headgear.



READY-MADE SUIT of cashmere, costing \$175, is studied by Customer B. M. Tomberlin of Dallas. In the last four years the men's department has doubled its business.



NEIMAN-MARCUS SALESMAN GOES
INTO THE FIELD TO SELL AN
OILMAN A \$4,400 NECKLACE

DIVORCE: THE 52 U.S. LAWS

GROUND	ALABAMA	ALASKA	ARIZONA	ARKANSAS	CALIFORNIA	CANAL ZONE	COLORADO	CONNECTICUT	DELAWARE	DIST. OF COLUMBIA	FLORIDA	GEORGIA	HAWAII	IDAHO	ILLINOIS	INDIANA	IOWA	KANSAS	KENTUCKY	LOUISIANA	MAINE	MARYLAND
ADULTERY	X	X	X	X	X ¹	X ¹	X	X	X	X	X	X	X	X	X	X ¹	X	X	X	X	X	X
DESERTION	1 yr	1 yr	1 yr	1 yr	1 yr	2 yrs	1 yr	3 yrs	2 yrs	2 yrs	1 yr	3 yrs	6 mo	X	1 yr	2 yrs	2 yrs	1 yr	1 yr	1 yr	3 yrs	18 mo
CONVICTION OF FELONY	X	X	X ⁶	X	X ⁷	X ⁷	X	X ⁸	X ⁸	X ⁹		X ⁹	X	X	X	X	X	X ⁷	X	X		
CRUELTY	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
DRUNKENNESS	X	1 yr	X	1 yr	1 yr	2 yrs	1 yr	X	2 yrs			X	X	X	2 yrs	X		X		X	X	
IMPOTENCY	X	X	X	X			X ¹²				X				X	X		X	X		X	X
INCURABLE INSANITY	5 yrs	3 yrs		3 yrs	3 yrs		5 yrs	5 yrs	5 yrs			X	3 yrs	6 yrs		X		5 yrs				3 yrs
NONSUPPORT	2 yrs	1 yr	1 yr			1 yr	1 yr		X				X ¹⁴			2 yrs					X	
ILLEGAL MARRIAGE								X ¹⁶	X ¹⁷		X ¹⁸	X ¹⁹						X ¹⁶	X ²⁰			
SEPARATION			5 yrs	3 yrs						5 yrs									5 yrs	2 yrs		5 yrs
BIGAMY				X			X		X		X				X			X				
NEGLECT					1 yr								X ²⁴	X				X				
PREMARITAL PREGNANCY	X		X									X					X	X	X			
INTOLERABLE INDIGNITIES		X		X									X ²⁴									
DRUG HABIT	X ²⁵						1 yr						X								X	
INCOMPATIBILITY		X									X											
LOATHSOME DISEASE													X ²⁶		X ²⁷				X			
PERVERSION																						
DIVORCE OUT OF STATE											X											
RELIGIOUS CONTINENCE																			X			
FUGITIVE FROM JUSTICE																				X		
VAGRANCY OF HUSBAND																						
DISAPPEARANCE								7 yrs														

FOOTNOTES

1. WITHIN 2 YRS. AFTER DISCOVERY
2. WITHIN 3 YRS. AFTER DISCOVERY
3. WITHIN 5 YRS. AFTER DISCOVERY

4. WITHIN 1 YR. AFTER DISCOVERY

5. WITH IMPRISONMENT

6. NOT UNTIL 1 YR. AFTER CONVICTION OBTAINED WITHOUT PLAINTIFF TESTIFYING

7. WITHIN 2 YRS. AFTER END OF SENTENCE OR PARDON

8. FOR LIFE OR INVOLVING VIOLATION OF CONJUGAL DUTY,

WITH IMPRISONMENT

9. INVOLVING MORAL TURPITUDE, WITH IMPRISONMENT

10. SUIT MUST BEGIN DURING IMPRISONMENT

11. BEFORE MARRIAGE, UNKNOWN TO OTHER PARTY

12. AT TIME OF MARRIAGE OR RESULTING FROM IMMORAL CONDUCT AFTER MARRIAGE

THE CHART ABOVE SUMMARIZES THE GROUNDS FOR DIVORCE ACCORDING TO THE WRITTEN LAWS OF THE U.S. SOME ARE INTERPRETED STRICTLY, OTHERS ENJOY

DIVORCE MUDDLE

THE U. S. HAS THE WORLD'S HIGHEST DIVORCE RATE AND THE WORLD'S MOST TANGLED DIVORCE LAWS

by FRED RODELL

Reconversion, with its cutbacks and layoffs, may mean an interval of slump for business in general, but one industry due for a big boom is divorce. The boom began, in fact, well before the war was over, as dissatisfied spouses used the money they might ordinarily have spent for a new car or refrigerator to buy marital freedom instead. It is gathering momentum as more servicemen come home and rid themselves of unfaithful or

incompatible or simply unwanted wives, and as service wives do some discarding of their own. Already Reno, the national capital for quick, painless divorce, resembles a California mining town during the days of '49. If the present trend continues, statisticians foresee that the U. S. divorce rate, which has gone up 500% since the Civil War and is now at an international high of one out of every five marriages, will rise until by

1965 more than one-half of all U. S. marriages will end in legal dissolution.

This unhappy prospect is made still worse by a recent Supreme Court decision which reduced to utter chaos the already disorganized system of U. S. divorce law. Before the decision the president of the New York State Bar Association had called divorce the nation's No. 1 legal problem. After it Justice Black, in angry dissent, said "If

BECOME A MEMBER

of the world's most famous
After-Shave Club

* For a refreshing, enjoyable finish to your morning shave, join the discriminating men who use Aqua Velva. Cooling, bracing - Aqua Velva is as stimulating as an ocean plunge. You'll like its clean, pleasant scent—the way it leaves your face feeling smoother and more fit.

Aqua Velva is the world's most popular after-shave lotion. Use it regularly for the utmost in after-shave pleasure.

The J. B. Williams Co., Glastonbury, Conn., makers of fine shaving preparations for over 100 years.



A FEW OF THE MEMBERS
Sir Cedric Hardwicke
Albert Spalding
Brig Gen
John J. Bradley,
U S A., Ret.
Norman Rockwell
James Thurber
Wilfred Pelletier



"There's nothing here says he can't use 'Scotch' Tape!"

DON'T wrestle with tricky mending and sealing jobs. "Scotch" Cellulose Tape does 'em without a struggle. Seals packages neatly, mends torn papers, mounts photos, does scores of chores at home, office and school. "Scotch" Brand Tape will be back soon at your favorite store. Made only by MINNESOTA MINING & MFG. CO., Saint Paul 5, Minn.

© 1954 M. M. & M. CO.

DIVORCE CONTINUED

RESIDENCE REQUIRED

ALA.	1 year (if ground is abandonment, 2 if nonsupport)
ALASKA	2 years
ARIZ.	1 year
ARK.	2 months (plus 3 months after decree)
C. Z.	1 year
CALIF.	1 year
COLO.	1 year (none when ground is adultery or extreme cruelty committed in state)
CONN.	3 years (none if ground arose in state, or plaintiff resident when married and at time of suit, or if defendant resident 3 years and personally served)
DEL.	2 years (none if ground is adultery or bigamy and either party was resident at time committed)
D. C.	1 year (2 years if grounds arose outside District)
FLA.	90 days
GA.	1 year
IDAHO	6 weeks (1 year if ground is insanity)
HAWAII	2 years
ILL.	1 year (none if grounds arose there or either party lived in state at time grounds arose)
IND.	1 year
IOWA	1 year (none if both parties are residents and defendant is personally served)
KAN.	1 year (5 years if ground is insanity and defendant is confined outside state)
KY.	1 year
LA.	1 year (none if ground is adultery or felony conviction, 2 years if ground is separation)
MAINE	1 year (none if parties married or lived together in state or plaintiff was a resident when ground arose and defendant is a resident)
MD.	1 year (none if ground arose in state, 2 years if ground is insanity)
MASS.	3 years (where both parties were residents at time of marriage, otherwise 5 years)
MICH.	1 year (none if ground arose and defendant was resident in state continuously since marriage)
MINN.	1 year (none if adultery was committed while plaintiff was a resident)
MISS.	1 year
MO.	1 year (none if ground arose in state while one party was a resident)
MONT.	1 year
NEB.	1 year (2 years if ground arose outside state, none if married in state and residence was continuous)
NEV.	6 weeks
N. H.	1 year (ground must have arisen while plaintiff a resident, none if both parties resident when ground arose and defendant personally served)
N. J.	2 years (none if ground adultery and one party has been continuous resident since time it arose)
N. MEX.	1 year
N. Y.	Both parties must have been residents when ground arose or been married in state; or plaintiff been resident when cause arose and at time of suit; or ground must have arisen in state and plaintiff must be resident at time of suit)
N. C.	6 months
N. DAK.	1 year
OHIO	1 year
OKLA.	1 year
ORE.	1 year
PA.	1 year
R. I.	2 years (but if party claiming residence is defendant, he must be personally served)
S. DAK.	1 year (6 months if ground arose in state, none if plaintiff married and continued living in state)
TENN.	2 years
TEXAS	1 year
UTAH	3 months
VT.	6 months (2 years if ground insanity)
VA.	1 year
WASH.	1 year
W. VA.	1 year (2 years if residence began after ground arose, none if defendant has been personally served in state)
WIS.	2 years (none if ground is bigamy or adultery and plaintiff was a resident when ground arose and such residence has been continuous)
WYO.	60 days (1 year if ground insanity, none if marriage in state and plaintiff continuously resident)

CONTINUED ON PAGE 20



Only you can guard him
from his greatest risk
The "Family Cold"

YOUR TINY BABY doesn't know how to cope with a cold. He hasn't yet built up immunity . . . he's so helpless, he can't even blow his nose. That's why respiratory infections and their complications actually cause more infant fatalities than any other illness.

The surest way to guard your baby from the cold that so often runs right through the family—is to keep everyone with a cold out of baby's room. There must be no exceptions—father, grandmother or admiring friend. But what if you get a cold—and still have to take care of your baby?

Trap germs with a mask

You can greatly reduce the chances of infection by wearing a mask, if you have a cold, whenever you are doing anything for your baby. Remember that germs sneezed or coughed into the air can get into his food, or onto his clothes and then onto his hands and into his mouth.

Mask of tissue easy to make, effective

Just take 2 thicknesses of ScotTissue, cover your nose and mouth, and pin or tie at the back of your head.

Your family and your friends just at first may think you are "fussy"—but they will very soon get used to the Mask-for-a-Cold rule. And in a world still faced by a serious shortage of doctors and nurses you can't keep your baby too safe!

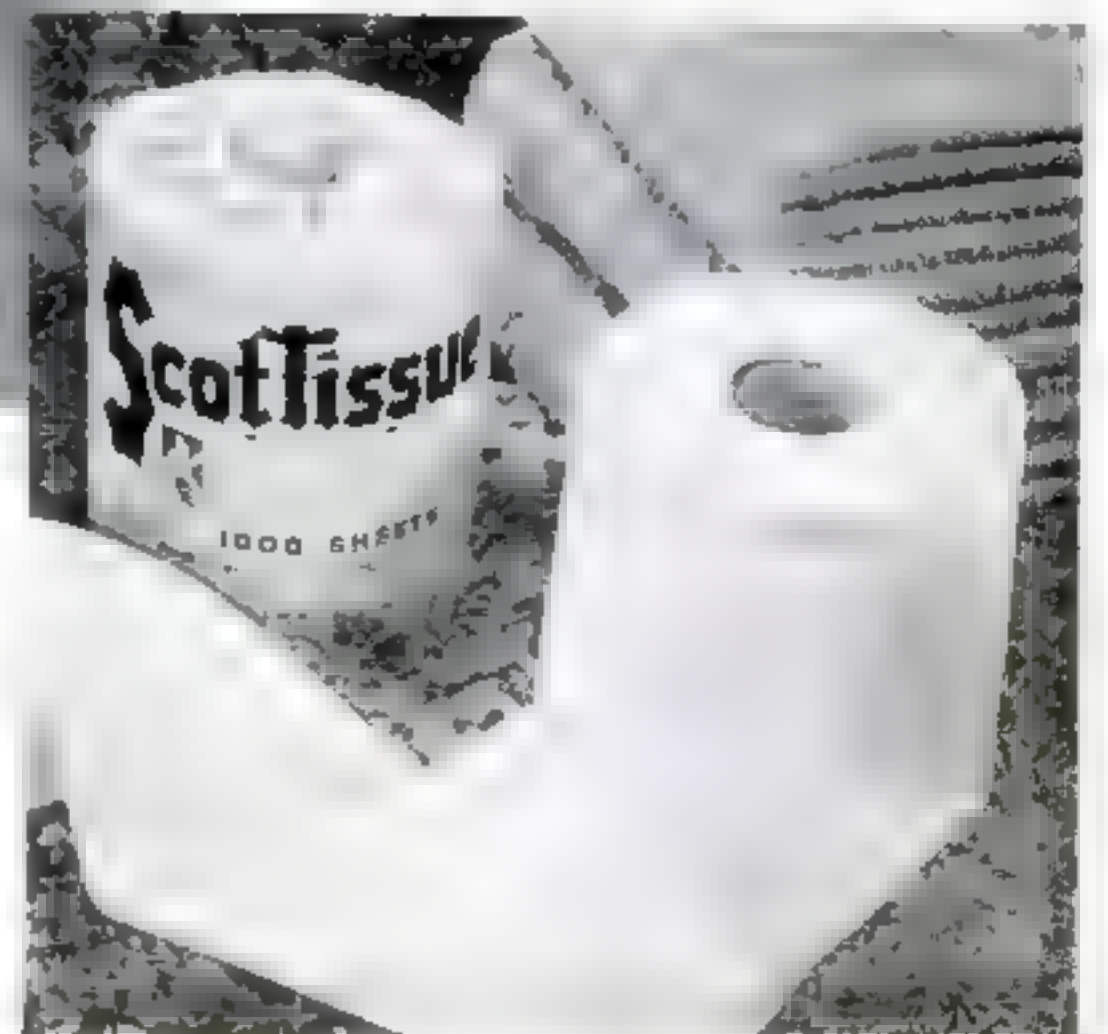
In the first year of his life his greatest danger is the common cold—carelessly passed on by an older child or a grownup

**THE CORRECT CHOICE OF A BATHROOM TISSUE
IS IMPORTANT FOR COMFORT AND CLEANSING**

The correct choice of a toilet tissue for your child is important, too. It should be soft enough for comfort yet strong enough for thorough cleansing. ScotTissue has both these qualities. You will find it is soft and "nice" to use even against the face. And with 1000 sheets to every roll, it is also an economical tissue for the whole family.

Trademark—ScotTissue® Reg. U.S. Pat. Off.

Millions are Grateful for its Luxury Texture



Is it Etiquet to dunk?

It's Etiquet to eat your doughnuts and drink your coffee... never, never dunk! It's etiquet, too, to be always dainty sweet, well-groomed. Use Etiquet Deodorant Cream every day... surely before every date. A pure antiseptic cream... Etiquet checks under-arm perspiration, stops odor. It works better!



creamy smoo-oo-th... checks under-arm perspiration... stops odor!

• Etiquet Deodorant Cream goes on with a creamy-smooth feel... Wonderfully effective... checks under-arm perspiration, stops odor. Helps save your precious clothes. Spreads evenly. Works fast. No need to rinse off! Antiseptic. Pure. Soothing. Not irritating to normal skin. Look for blue-pinked jar at toilet-goods counters—10¢, 39¢, plus tax.

Copyright, 1948, by L. B. & J. M. Co., Inc., Springfield, N. J.



The Antiseptic Deodorant Cream—**Etiquet**

Have Fun... Hear "Blind Date"... Friday Nights... American Broadcasting Network

Live in the luxury of
**WALK-OVER
SUEDE**



• Pamper yourself with something supremely feminine... footwear with a frivolous exterior that hides wonderful fit! The new Walk-Overs show designing genius in their smooth, swift lines... and traditional respect for the finest quality throughout.

Walk Over Prices
\$8.95 to \$12.95
Geo. E. Keith Company
Brockton 63, Mass.



The raid on the bedroom to provide evidence of adultery for divorce suit is a custom of long standing. This stereopticon view was taken 50 years ago, but the same scene of a semidressed man and girl, "surprised" in a bedroom is regularly re-enacted today.

DIVORCE CONTINUED

were worthless, and both were given several-year sentences in jail. When the case first reached the Supreme Court on appeal in 1942, it ordered the convictions reversed. Then a persistent North Carolina attorney general, pouncing on a legal loophole, had the pair reconvicted and their convictions were again appealed to the highest court. The first Mrs. Williams was finally vindicated as the convictions were upheld. But she was no longer around to enjoy her triumph, having died in 1942, whereas Mr. Hendrix, an innocent bystander throughout, had twice remarried. As for Otis and Lillie, they were granted a reprieve by the state on condition that they remarry in North Carolina. On Aug. 18 they remarried in Lenoir, N. C. and their application for full pardon is now being considered.

Although adultery is cited as the formal ground in less than 10% of U. S. divorces and so rates far down the list after cruelty and desertion, some divorce lawyers insist that adultery is the real cause about 90% of the time. Such are American morals, however, that even where known adultery exists, most people prefer to be branded—or to brand their spouses—as tyrants, deserters, anything but adulterers. Hence the airing, under the label of "cruelty," of types of marital meanness which vary from forcing a wife to make pancakes for use as poker chips to putting itching powder in her corsets; from refusing to take baths to refusing to have a child because it would cost too much and then buying a horse; from holding a wife's false teeth for \$2 ransom to "allus shootin' his mouth off about other dames." There was also the lawyer's wife who, after painful proof that the law is a jealous mistress, charged her husband with cruelly devoting all his time to his legal tomes, and then hired him to handle her case.

In New York, where adultery is the only legal ground, people are led to strange and sometimes sordid devices. The standard procedure for getting a New York divorce is something like this:

A husband and wife, having agreed to disagree, get hold of a lawyer. He helps them arrange whatever money matters need arranging and then sets about the business of proving adultery, most often by becoming the producer of a one-minute play. At a designated time, on a designated date, in a designated place (usually an apartment or hotel room) the "indignant" wife, accompanied by carefully chosen witnesses, will "break in" on her husband. The latter will be compromisingly posed with an always nameless and possibly virginal young lady chosen by the lawyer from his list of available actresses. Casting of the witnesses must be done with care so they can positively identify the husband later. If the playlet is staged right, the divorce hearing—some time later—will be brief. A few preliminary questions, identification of the husband, then "Question: How were they dressed? Answer: They were dressed to

CONTINUED ON PAGE 31



Boeing Stratocruiser (above) and Boeing B-29 Superfortress

Finish the Fight — with War Bonds

Trail-blazer for peacetime flight

The Boeing B-29 Superfortress is something more than our most vital weapon in the war against Japan. It embodies principles that will revolutionize air transport when victory is won.

Not only have the great Boeing planes in which you will travel after the war already been designed . . . a military version of the first true super-transport of the future—the Boeing Stratocruiser—has broken all records for transcontinental flight, with a coast-to-coast average speed of 383 miles per hour!

To meet the necessities of long-range global war, Boeing made the four-engine airplane our most potent aerial weapon and demonstrated its great commercial future. Boeing has had more experience

in the design and building of four-engine aircraft than any other manufacturer in the world. Like the Superfortress, the new Stratocruiser has four engines — and even greater horsepower will be added.

Like the B-29, this super-transport will have the extraordinarily efficient Boeing wing, giving it huge carrying capacity — plus higher performance and greater economy in operation than any other transport.

Again, like the Boeing Superfortress, the Stratocruiser benefits from Boeing's long leadership in stratosphere research and the production of aircraft for high-level, over-weather operation. It will have improved pressurized cabins — plus new refinements in sound-proofing and air-conditioning.

It has all the structural and aerodynamic advances of the last three years, proved in war on Boeing-built aircraft — all the new features contributing to safe navigation, ease of control and dependable performance—plus passenger comfort never before imagined. The Boeing Stratocruiser expresses, as no other commercial airplane has yet done, man's growing understanding of the laws of flight.

When the war ends, Boeing principles of research, design, engineering and manufacture will bring you the Stratocruiser and other advances in air transport . . . and you may know of any airplane—if it's "Built by Boeing" it's built to lead.

DESIGNERS OF THE B-29 SUPERFORTRESS • THE FLYING FORTRESS • THE NEW STRATOCRUISER
THE KAYDET TRAINER • THE STRATOLINER • PAN AMERICAN CLIPPERS

BOEING



***YOU PROBABLY HAVE
ATHLETE'S FOOT or will get it**

... surveys show that 7 out of 10 adults are infected annually. You can fight Athlete's Foot by using QUINSANA Powder daily on your feet and in shoes (absorbs moisture, helps prevent re-infection). Results prove that Quinsana is a highly effective aid in preventing and relieving Athlete's Foot all year 'round.



Most chiropodists (foot specialists) recommend Quinsana powder for Athlete's Foot. All branches of the Armed Forces use Quinsana. Buy Quinsana now for daily use by entire family. See how much healthier your feet feel with pleasant, easy-to-use Quinsana powder care.



DIVORCE CONTINUED

go to bed. She was dressed in a nightgown and he had just like his shorts on." There may be minor variations on this theme and sometimes the activities of the husband and the "unknown blonde" need not be carried all the way to the undressing stage—but the "break," as it is called in the trade, is standard procedure.

New Yorkers who find the prospects of putting on such a show distasteful and divorce seekers of other states with strict laws often choose to travel to places where the law is more congenial. Usually they go west since the residence requirements there are more lenient—six weeks in Nevada and Idaho, 60 days in Wyoming. It is these "migratory" divorces that make for most of the legal complications. Anyone who gets a divorce in his home state, without faking the evidence and with at least a reasonable effort to let the other spouse know what is going on, can be confident that it will stand up come hell, high water or, more likely, an effort by ex-in-laws to cut themselves in on a bit of property later. But many who take the "Reno Divorce Special" plane for six weeks in Nevada, or who trip to Florida to rent a room, leave a suitcase, come home and then trip back three months later for a divorce, may one day find themselves in trouble. Thanks to the Supreme Court decision they may be embroiled in litigation over property rights, declared the parents of illegitimate children by their later marriages or even conceivably indicted for bigamy.

Roughly speaking, migratory divorces are of four kinds. The precise type that the Supreme Court toppled is known as a "default decree," where the defendant neither showed up in court, in person or through an attorney, nor was ever properly served with legal papers saying a divorce suit hung over his or her head. This has long been recognized as the shakiest kind of migratory divorce. There are also the cases where the papers were properly served but nobody showed up in court. There are the cases where the defendant was "legally present" in the person of his attorney but where the lawyer, on instructions, of course, raised no objection to the granting of the decree. And there are the rare cases where the lawyer, usually plus the defendant in person, put up a real scrap against breaking the marriage bonds—a genuinely "contested" divorce. Only the last type stands solid after the Supreme Court's pronouncement. The two middle types were not declared bad but they were not declared indubitably good either, and two or three of the justices professed not to know the final answer themselves. As for the default decrees, once asked for and handed out by the dozens, only two have been granted in Reno since the Supreme Court spoke, and their recipients must be brave or careless souls.

There must be a "contest"

Back of all this legal rigmarole is the quaint legal notion, reminiscent of the ancient practice of trial by combat, that a divorce suit ought to be a sort of battle, a real "contest," between a good person and a bad person with the good person winning. In home-state divorces, given a sort of legal priority, an honest effort to get the other spouse into a court battle suffices. But out-of-state divorces, to be holeproof, must be "contested." This is why lawyers always advise, when migratory divorces are being arranged, that a defense attorney be present in court even though he never opens his mouth, simply to create the proper illusion of a contest. For the whole idea of an arranged or amicable divorce is so abhorrent to the law that if evidence of any sort of collaboration between husband and wife were presented to any court, the case would immediately be dismissed on the ground of collusion. The obvious absurdity and hypocrisy of such a view has helped turn divorce lawyers into a race of cynics. As one of them said recently of the cases he handles, "There's collusion in every damn one of them."

Collusion is by no means confined to migratory divorces. Any sort of fixing or framing of evidence, as in the regular New York routine, amounts to collusion. It is the order of the day in Los Angeles' divorce mill (LIFE, July 23), where well-primed and well-prompted witnesses speak their pieces so smoothly that the average uncontested hearing takes only three minutes. Its prevalence is partly indicated by the fact that about twice as many wives as husbands sue for divorce—with collusion plus male gallantry the obvious cause of the disproportion.

But collusion and fakery may be on their slow way out. The percentage of divorces frankly founded on actual adultery is rising and may be expected to rise still higher as the boys come home. Most of the current crop of Miami divorces involving servicemen charge infidelity. In New York the State Bar Association has already cleared more than 2,500 adultery divorces for GIs, some of them still overseas. One Newark, N. J. judge reports 20 errant service wives hauled into his court within a six-week period by indignant families, friends

EYES DEAD TIRED?

MAKE THIS SIMPLE TEST TODAY

Eyes tired? Do they smart and burn from overwork, sun, dust, wind, lack of sleep? Then cleanse and soothe them the quick, easy way—use Murine.

WHAT IS MURINE?

Murine is a scientific blend of seven ingredients—safe, gentle, and oh, so soothing! Just use two drops in each eye. Right away Murine goes to work to relieve the discomfort of tired, burning eyes. Start using Murine today.

MURINE
For YOUR EYES
SOOTHES • REFRESHES



FOR QUICK RELIEF FROM HEADACHES
NEURALGIC & MUSCULAR PAINS



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USE AS DIRECTED ON PACKAGE



Sunburned lips are a kill-joy. Take CHAP STICK with you to the beach—the ball game—the golf course, and put it in your week-end bag. It's the gentle comforter for dry, parched, cracked, feverish lips. Especially medicated. Especially soothing. 25¢.



IRON GLUE

MENDS FURNITURE

Easy to use. No mixing. Also mends toys, models, wood, china, glass, leather, most anything. Sold 'most everywhere. Ask for this Iron Glue—in handy 10¢ bottles. McCormick & Co., Baltimore 2, Md.



AN ELEPHANT FOR STRENGTH

CONTINUED ON PAGE 21



*Now...An Airline is
the Shortest Distance
Between Two Points!*

A glance at the globe shows why NATS need more Martin Mars!

Look at the globe. Note the width of the Pacific. And remember, distance doesn't lend enchantment, where logistics are concerned!

How to get blood, vital supplies, or personnel across the Pacific *quickly*? That's a job for the NATS . . . the Naval Air Transport Service!

NATS Swarm Over Every Ocean

Thanks to the NATS, life-giving whole blood reached the Leyte beachhead 48 hours after leaving San Francisco. Thanks to the NATS, *en billion* letters were flown over the Pacific

alone in 1944. And thanks to the NATS, our fighting men, from Rio to Okinawa, are receiving high-priority cargoes . . . ammunition, penicillin, radio parts, aircraft tires, etc., . . . in ever-increasing volume.

Bright Stars in Pacific Skies

Brightest stars in Pacific skies are the NATS' new 82-ton Martin Mars cargo carriers. The original Mars in its first year flew the equivalent of nine trips around the world . . . carried more than 2,000,000 lbs. of cargo . . . averaged less than 2 days per round trip between California and Hawaii

And the new Mars flying freighters, show even higher performance.

A Promise to Tomorrow's Airlines

Martin flying boats will pay big dividends to tomorrow's overseas airline operators. Tested and proved in service with NATS, both Mars and Mariner are known quantities. Both are in full production right now . . . a fact which will mean prompt delivery, at minimum costs, of postwar commercial versions. So for speed, comfort and economy . . . plan to travel or ship overseas, via Martin flying boat! THE GLENN L. MARTIN COMPANY, BALTIMORE 3, MARYLAND.
GLENN L. MARTIN-NEBRASKA COMPANY—OMAHA



THIS INSIGNIA IS A WELCOME
SIGHT TO ALL OUR FIGHTING
MEN ON EVERY FRONT.

Martin
AIRCRAFT

Builders of Dependable Aircraft Since 1909



MR. JOHN LAGER-D ST. NGUSHED ORCH DOLOG ST

For Men of Distinction...LORD CALVERT

EACH bottle of Lord Calvert is numbered and registered at the distillery . . . for so rare, so smooth, so mellow is this "Custom" Blended whiskey that it has never been

produced except in limited quantities. For years the most expensive whiskey blended in America, Lord Calvert is intended especially for those who can afford the finest.

LORD CALVERT IS A "CUSTOM" BLENDED WHISKEY, 868 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY.



Just like Heaven...so peaceful and MILD

Country Doctor Pipe Mixture

the pipe smoker's
ECONOMY-LUXURY

25 Extra-pleasureful
pipefuls, for 25¢



TRY IT TODAY

If your dealer doesn't have it—write Philip Morris & Co. Ltd., Inc., 119 Fifth Ave., N. Y.



"Let's start from Scratch"

How about starting a young pup out right, boss, with a good flea-stopping program?

I'm never too young (or too old) for a sure-kill treatment with Sergeant's SKIP-FLEA Powder. Dust it into my coat every week—rub it into my undersides... it slays those fleas.

For my bath, use Sergeant's SKIP-FLEA Soap to clean out fleas, remove scurf, and soothe my skin.

Get both at the drug or pet stores, boss. Help yourself to a FREE Sergeant's Dog Book, too... Or send this coupon.

Sergeant's DOG MEDICINES

Dept. S-J, Richmond 20, Virginia. Send the FREE 40-page illustrated Dog Book to:

Name

Address

City State

Keep those fleas away—We're



"Is you is or is you ain't my ex-haby?" This N.Y. Daily News cartoon depicts marital mix-ups which may result from recent Supreme Court failure to untangle divorce mess.

DIVORCE CONTINUED

or neighbors. And since married soldiers and sailors have done some fraternizing of their own while away from home, a number may well find themselves on the receiving end of adultery divorce suits, despite the difficulty of proving misconduct in many such cases.

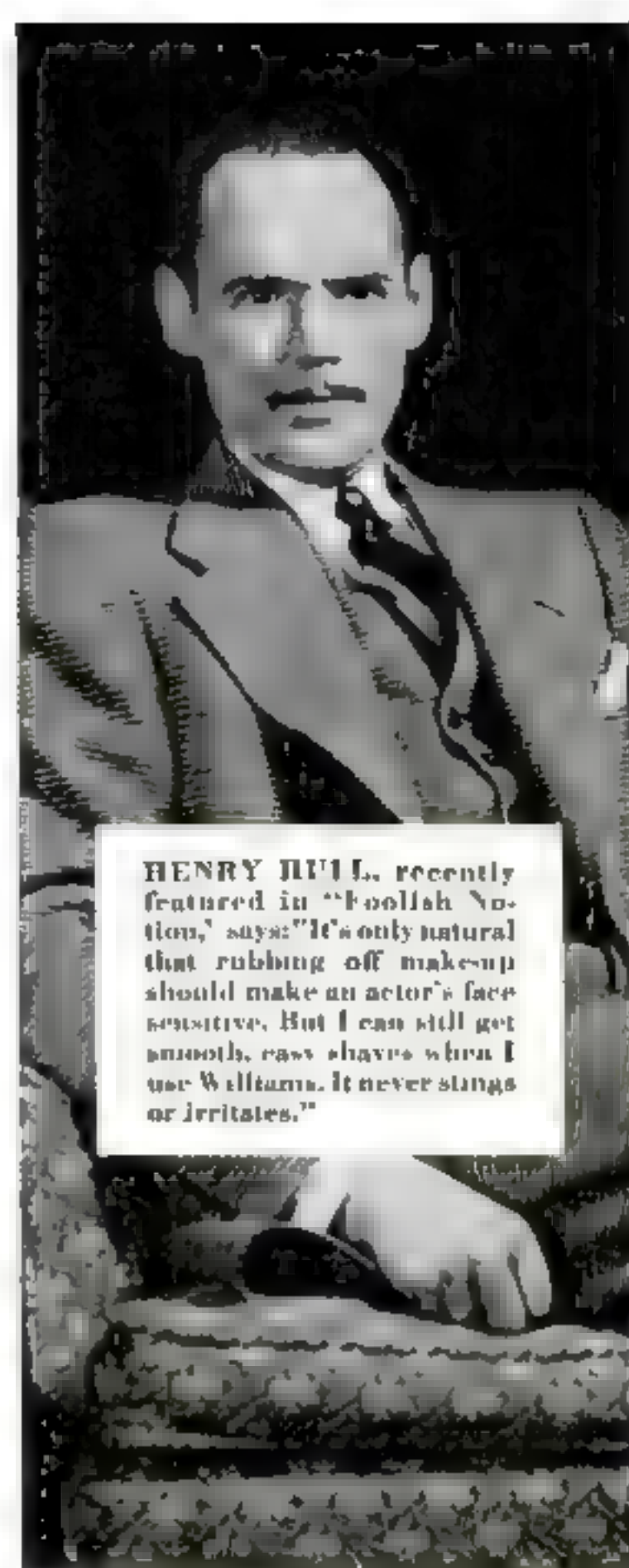
There are, of course, plenty of other contributory reasons for the foundering of service marriages. After Pearl Harbor, war brides began going to the altar at the rate of 1,000 a day. In due course many of them will go to the courts, for the statistics are against hasty marriages and young marriages, war or no war. Again, many GIs will use their Army savings—just as many civilians have used their high wartime incomes—to get divorces they had been wanting before but couldn't afford. Another cause will be the regrettable but accurate truism that absence quite often does not make the heart grow fonder.

From prewar experience it seems probable that marriage ties are almost always strained by long separation. Traveling salesmen and actors, perhaps two of the most ambulatory professions, get the most peacetime divorces, whereas farmers get the fewest. But turn a farmer into a soldier and ship him, wifeless, around the world, and his marriage loses the two-sided safety implicit in his never leaving home. As one Reno lawyer says, "Love is only a matter of geography."

Keep them home and keep them poor

If money and mobility are partly to blame for divorces, America's high divorce rate may stem in some measure from our being the richest as well as the most moving-and-traveling people on earth. Face-tiously, one remedy might lie in keeping people home and also keeping them poor—for statistics show that the divorce curve goes markedly up with prosperity and down with depression. Other drastic but improbable remedies might be to abolish cities, since the urban rate is twice the rural, and to forbid women to go to college, inasmuch as the percentage of female college graduates who get divorced is four times as great as among male alumni.

One astonishing statistic that cannot be laughed off is that 71% of childless marriages finish in divorce, while only 8% of those which produce children come to an end in court. The first figure is weighted somewhat by the fact that the rich, who can afford di-



HENRY HULL, recently featured in "Foolish Notion," says: "It's only natural that rubbing off make-up should make an actor's face sensitive. But I can still get smooth, easy shaves when I use Williams. It never stings or irritates."

ACTORS' FACES

are extra sensitive

—that's why Henry Hull
shaves with soothing
WILLIAMS

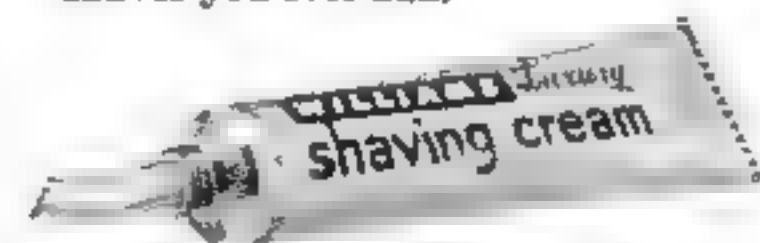
TAKING off stage make-up can be a slow, painful process—often requiring the use of rough towels and strong solvents. Yet actors have to remove their make-up after every performance. No wonder their faces are extra sensitive to any trace of irritants in shaving cream.

A shaving cream can be gentle to a tender skin only when it is made of mild, top-quality ingredients—blended carefully as a prescription. That's how Williams Shaving Cream is made—with a skill resulting from over 100 years' experience.

Smooth, comfortable shaves

Williams is easy on your face. And its creamy, super-soaking lather softens tough whiskers completely. You can get close, clean shaves without scrape or irritation.

Get a tube of Williams Shaving Cream today. See if it doesn't give you the smoothest, most comfortable shaves you ever had.



CONTINUED ON NEXT PAGE



ANCIENT SYMBOL OF BEAUTY
Priceless 300-year-old goblet fashioned after the delicate Lotus flower (Courtesy Metropolitan Museum of Art, New York).

**ANCIENT BEAUTY TAKES A NEW
LEASE ON LIFE IN AGELESS**

Lotus

IN TREASURES like these — the original from the land of the Pharaohs and its living recreation in Watson Sterling — beauty never grows old.

In lovely Lotus, Watson craftsmen have given new grace to the ancient motif that inspired much of the most classic art of all time. And to this purity of line they have added perfection of cut and richness of finish that is sheer artistry in its own right.

Although sterling production still is war restricted, your Watson jeweler will gladly show you this and other enchanting patterns in "Modern Silver with the Beauty of Old Masterpieces" so that you may choose smartly now and buy wisely later. The Watson Company, 1495 Watson Park, Attleboro, Massachusetts.



Watson Sterling

MODERN SILVER WITH THE BEAUTY OF OLD MASTERPIECES



DIVORCE CONTINUED

orce, have fewer offspring than the poor. Nevertheless it furnishes strong evidence that the responsibilities and deeper affections imparted by parenthood really do lend stability to marriage. The relatively high number of childless U.S. marriages presumably helps account for the doubtful honor of our leadership in divorce. Whatever pleasure the moralists may take in this probability, however, must be conditioned by the further observation that many divorces occur simply because popular U.S. moral standards are strict. If adultery were regarded as casually here as it is in many places abroad, the divorce rate undoubtedly would drop sharply.

What to do about divorce, U.S.A., involves two problems—one legal, the other ethical. The popular approach to the latter seems to be that it can be solved by making divorces hard—or harder—to get. In a recent poll 35% thought divorce laws not strict enough as against only 9% who considered them too strict (31% voted "about right" and 25% "undecided"). This view is espoused most militantly by the Catholic Church.

The opposing view—that a curb is not a cure—was well expressed by Justice Black in his dissent last May: "Implicit in the majority of the opinions rendered by this and other courts, which, whether designedly or not, have set up obstacles to the procurement of divorces, is the assumption that divorces are an unmitigated evil and that the law can and should force unwilling persons to live with each other. Others approach the problem as one which can best be met by moral, ethical and religious teachings. Which viewpoint is correct is not our concern. I am confident, however, that today's decision will do more aid in the solution of the problem than the Dred Scott decision aided in settling controversies over slavery."

As for the legal problem, the answer obviously is to have one uniform law for the whole nation. In a recent Gallup poll 83% favored such a law. But federal action needs a constitutional amendment, a process notoriously difficult and especially so in this case. Senator Capper of Kansas, who happens to be a widower, has been working for such an amendment continuously for the past 22 years. He has got nowhere with it, largely because of the opposition of states'-rights and of religious and other groups who fear that a national law would lean toward laxity and make divorce too easy.

Eventually public pressure may force the law, a notorious lagger, to catch up with the popular will. Eventually the legal tangle may straighten out into a simpler set of divorce laws for the nation. Meantime, all divorce-minded citizens, servicemen included, will have to creak along under laws that are unsafe, uncertain and, in practical operation, unmoral.



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NAIL NIPPERS**

Precision made, peerless in performance, this La Cross implement is precious. If you own one, treasure it. For the time being it may be difficult to replace. Give it the care it deserves.

La Cross For more than 4 decades America's finest manicure implement.
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**YOU CAN'T BEAT
this to relieve itching of
SKIN and SCALP
IRRITATIONS**



**So Many
Druggists
Say!**

Here's a Doctor's formula — Zemo — a stainless liquid which appears invisible on skin — yet so remarkably soothing that first applications promptly relieve itching, burning of Eczema, Psoriasis and similar skin and scalp irritations — due to external cause. Zemo ALSO aids healing.

Apply clean, stainless invisible Zemo any time. It won't show on skin. Buy Extra Strength Zemo for mean cases.

ZEMO

TAKE A Mental Shower

NoDox Awakeners keep you mentally alert. Refresh your mind mid-morning, afternoon, night, whenever sleep threatens. Quick-acting. One tablet effective 2 to 4 hours.

HARMLESS AS COFFEE

TRY



**25¢
AT YOUR DRUGGISTS**
Over fifty million sold since 1933
Send 10c for trial size
NODOZ AWAKENERS
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Offer Valid After Sept. 26, 1945

**BUY
VICTORY BONDS**

*The sparkling liquid
facial cleanser*
AMBROSIA

ALSO DRY SKIN CREAM, ASTRINGENT, FACE POWDER



Kissing the column is an honored tradition for Reno divorcee leaving courthouse after receiving decree. Another rite is throwing the old wedding ring into Truckee River.

Why be Irritated?



Light an Old Gold

Apple "Honey" helps guard O.G.s. from Cigarette Dryness

Never a sour note when you light up an Old Gold! For this mellow blend of many fine tobaccos is seasoned with a touch of rare Latakia tobacco—for *extra flavor*. Plus the special moisture-protecting agent which we call Apple "Honey", made from the juice of fresh apples. This helps seal in the natural moisture, *helps prevent cigarette dryness*. Worth getting Old Golds . . . whenever you can!



BUY VICTORY BONDS AND HOLD THEM

LISTEN TO:
DETECT AND COLLECT
Wednesday Evenings CBS—and
MEET ME AT PARKY'S
Sunday Evenings NBC

*It won't be over till he's
back from over there*



SIX tons of freight on the beachhead — and another ton coming through every month — that's what it takes to keep him and every other American fighter out there in the Pacific.

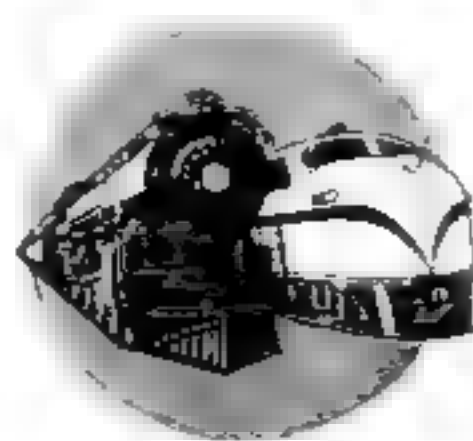
And this summer millions of others are on the way to join him — moving clear across the continent and halfway round the world to finish a gruelling, stepped-up job that demands more and more help from all of us.

So day and night you are seeing the greatest westward movement of passengers and freight in history — a movement

that, since victory came in Europe, has changed in direction but not in volume.

Passenger cars are needed for the fighters who *must* travel — while every freight car must be loaded quickly, emptied promptly and hurried back to work.

The job is to “*keep 'em rolling.*” The railroads still need the cooperation of shippers, of travelers, of the armed services, of the government — the superb cooperation which has so vitally aided in doing the toughest transportation job ever tackled.



AMERICAN RAILROADS
ALL UNITED FOR VICTORY



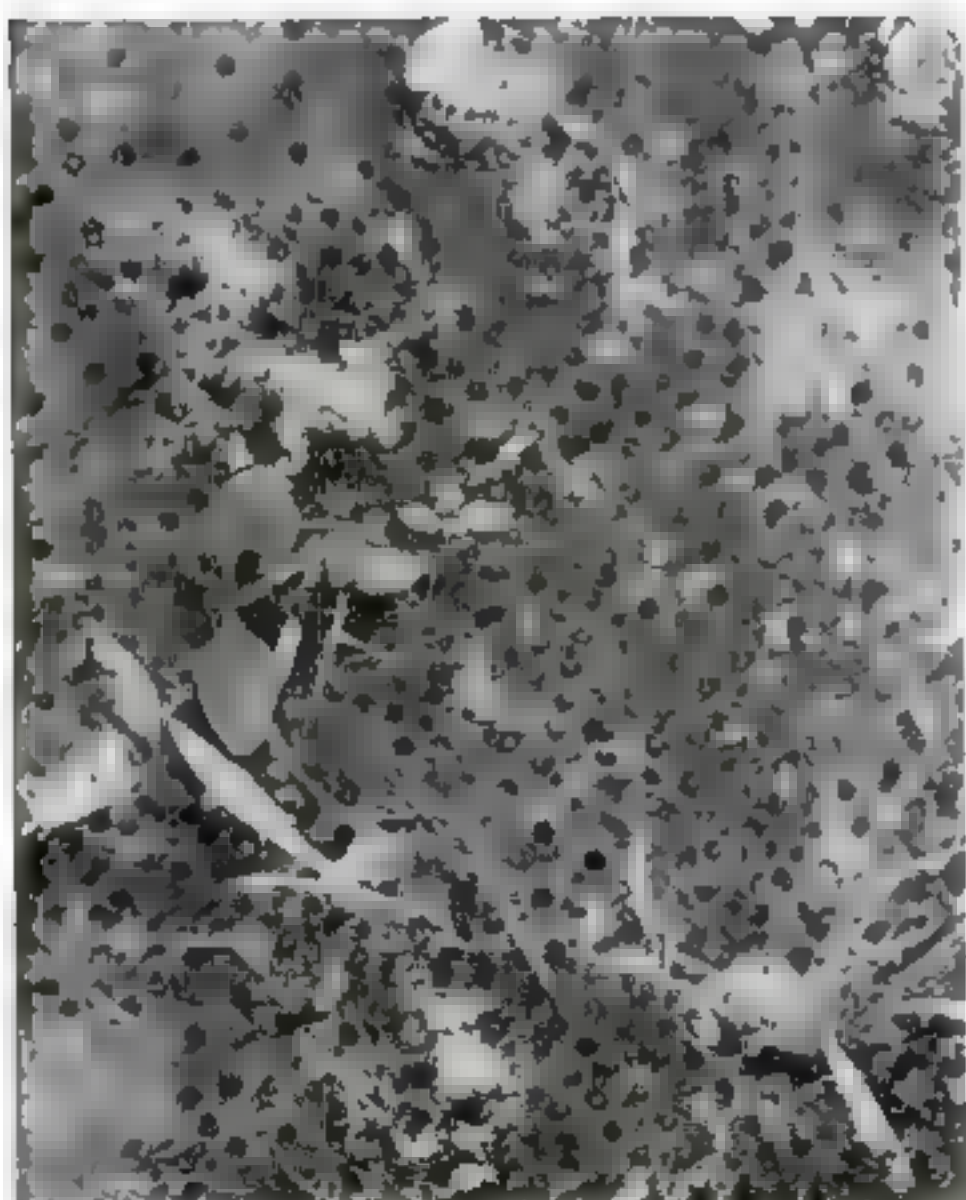
THIS BULLFROG IS JUST OUT OF HIBERNATION. ALTHOUGH SHE HAS GONE ALL WINTER WITHOUT FOOD, SHE WILL FIND A MATE AND LAY EGGS BEFORE EATING

FROG GROWS UP

The change from tadpole to adult shows a great evolutionary step

Nobody notices a female bullfrog very much, except a male bullfrog. The male makes a lot of noise with his bass "jug-o-rum" song. The female never sings. In the spring she comes out, finds a male and then lays about 20,000 eggs. Of these not 200 survive the tadpole stage to become adults. A frog's life is a dangerous one. The tiny tadpoles (*below*) are food for fish and water insects. Mature frogs spend their lives hiding from birds, snakes and men who like to eat them.

The metamorphosis of the frog, which is shown in these pictures, is a classic illustration of the great step in evolution which animals took when they left the water, where life began, and took up life on land. Frogs start out like fish and breathe through gills. Gradually they grow lungs and in their adult stage are equipped to live both on land and in water. Frogs are amphibians, class which among animals divides the lunged and limbed from the gilled and finned.



The eggs are laid in the water. A single female produces 20,000 eggs in single batch. They usually hatch in a week.




Three-day-old tadpoles breathe through fringelike gills on the sides of the head. Skin grows over the gills in few days.



Two-week-old tadpoles are almost all body and tail. They eat algae, other small plants and refuse found in the water.

Bullfrogs CONTINUED



the girl in the
Seamprufe Slip

Tuesday's child is full of grace.
Fashion-wise, she sets the pace.
Her Seamprufe Slips delight her heart.
Straps won't slide, seams won't part.
She treasures their rayon by Bur-Mil,
It washes and wears, stays lovely still.
She's practical, poised, indeed a pip—
She's the Girl in the Seamprufe Slip!
At Better Stores Everywhere, \$2 to \$3.

SEAMPRUFES 148 MADISON AVENUE, NEW YORK

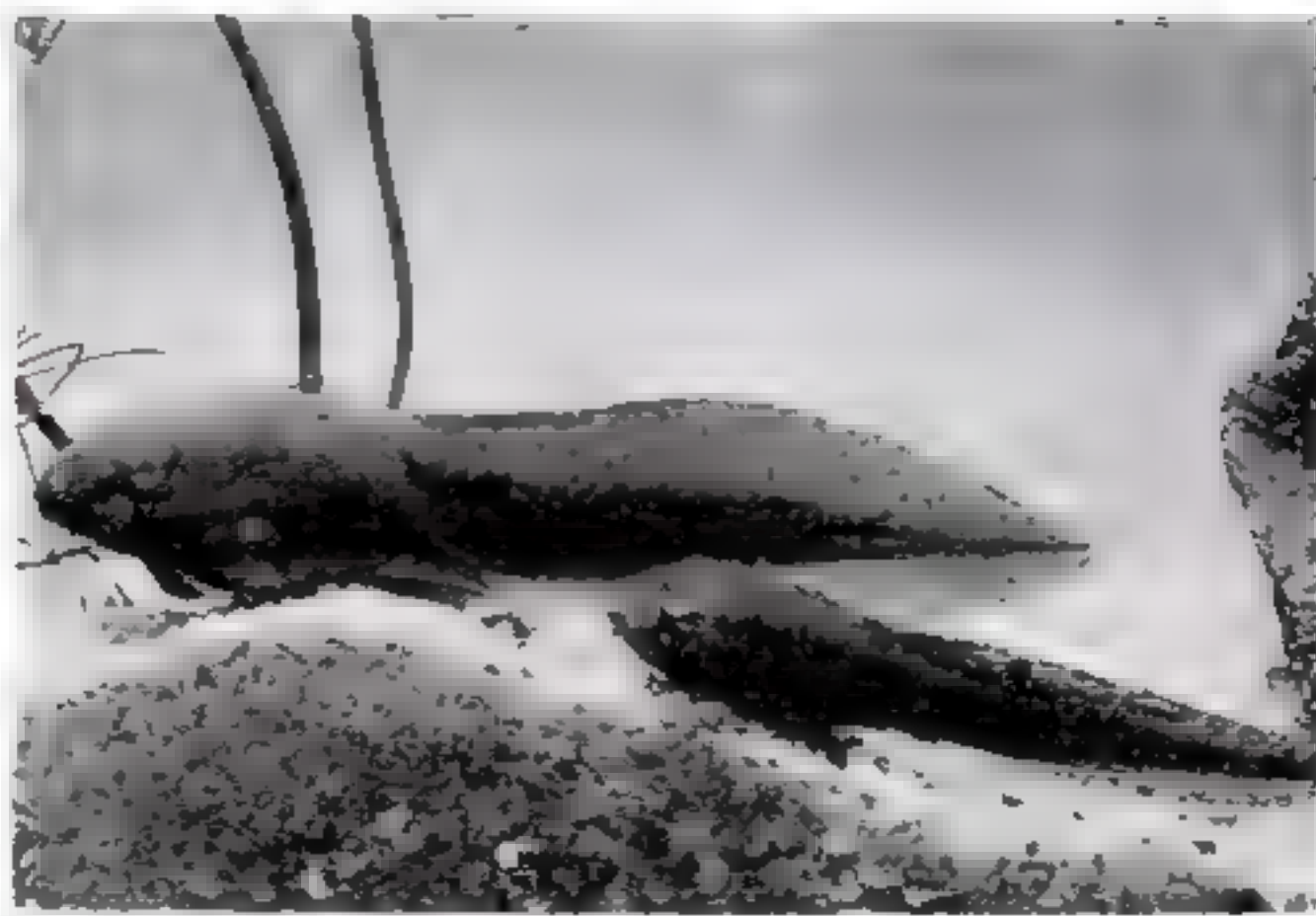
There's old time cooking
and choice ripe fruits in
EVERBEST
Preserves

Glorify each meal
with hot biscuits and
**SEEDLESS
GRAPE JAM**

First we select the juici-
est purple Concord grapes
then remove every seed...
and then use an old-time
recipe to bring you the most
luscious grape jam you've
ever tasted.

How to Make Life
Sweeter with Everbest
illustrates rec-
ipes for des-
serts, icings,
tea goodies
SENT FREE
Glaser, Grandall
Company
Dept. H9
Chicago 8

**FREE
RECIPES**

At end of first summer bullfrog tadpoles have grown from five to six inches long. In late fall they burrow deep into the soft mud on bottom of pond and hibernate.



Hind legs start growing out at beginning of the second summer. Inside tadpole's body, lungs are growing which will later enable it to breathe when out of water.



In a month, hind legs have developed to good size. If a leg or any part of it is torn off or damaged, it quickly grows another. The tail, if bitten off, also will grow back.

HAY FEVER VICTIMS

here's help for your

CLOTHESPIN NOSE

Stuffy-head season is here! Get help! As a Luden's melts in your mouth it releases penetrating menthol which your breath carries to clogged-up nasal passages - helps relieve "clothespin nose."



NEW LUDEN'S HONEY-LICORICE COUGH DROPS

Here's a new flavor in cough relief by the makers of Luden's Menthhol Cough Drops. Both are medicated. Both 5¢.

QUICK RELIEF

FOR

SUMMER TEETHING



EXPERIENCED Mothers know that summer teething must not be trifled with—that summer upsets due to teething may seriously interfere with Baby's progress.

Relieve your Baby's teething pains this summer by rubbing on Dr. Hand's Teething Lotion—the actual prescription of a famous Baby Specialist. It is effective and economical, and has been used and recommended by millions of Mothers.

Your druggist has it.

DR. HAND'S TEETHING LOTION

Just rub it on the gums

New Cooling System For Tired

Burning Feet



When feet burn, callouses sting and every step is torture, don't just groan and do nothing. Rub on a Little Ice-Mint. A frosty-white medicinal cream, its cooling soothing comfort helps drive the fire and pain right out... tired muscles relax in grateful relief. World of difference in a few minutes. Grand, too, to help soften corns and callouses. Get foot happy today, the Ice-Mint way. At all druggists.

CONTINUED ON PAGE 103

*Saturday Afternoon
at Sportsman's Park*

by
EDWARD LANING

One of a series of typical American scenes and customs painted by America's foremost artists

Reprints of this oil painting, without advertising and suitable for framing, will be sent if requested on or before November 30, 1945. Write United States Brewers Foundation, 21 East 40th Street, New York 16, N. Y.

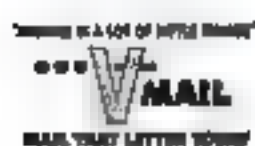


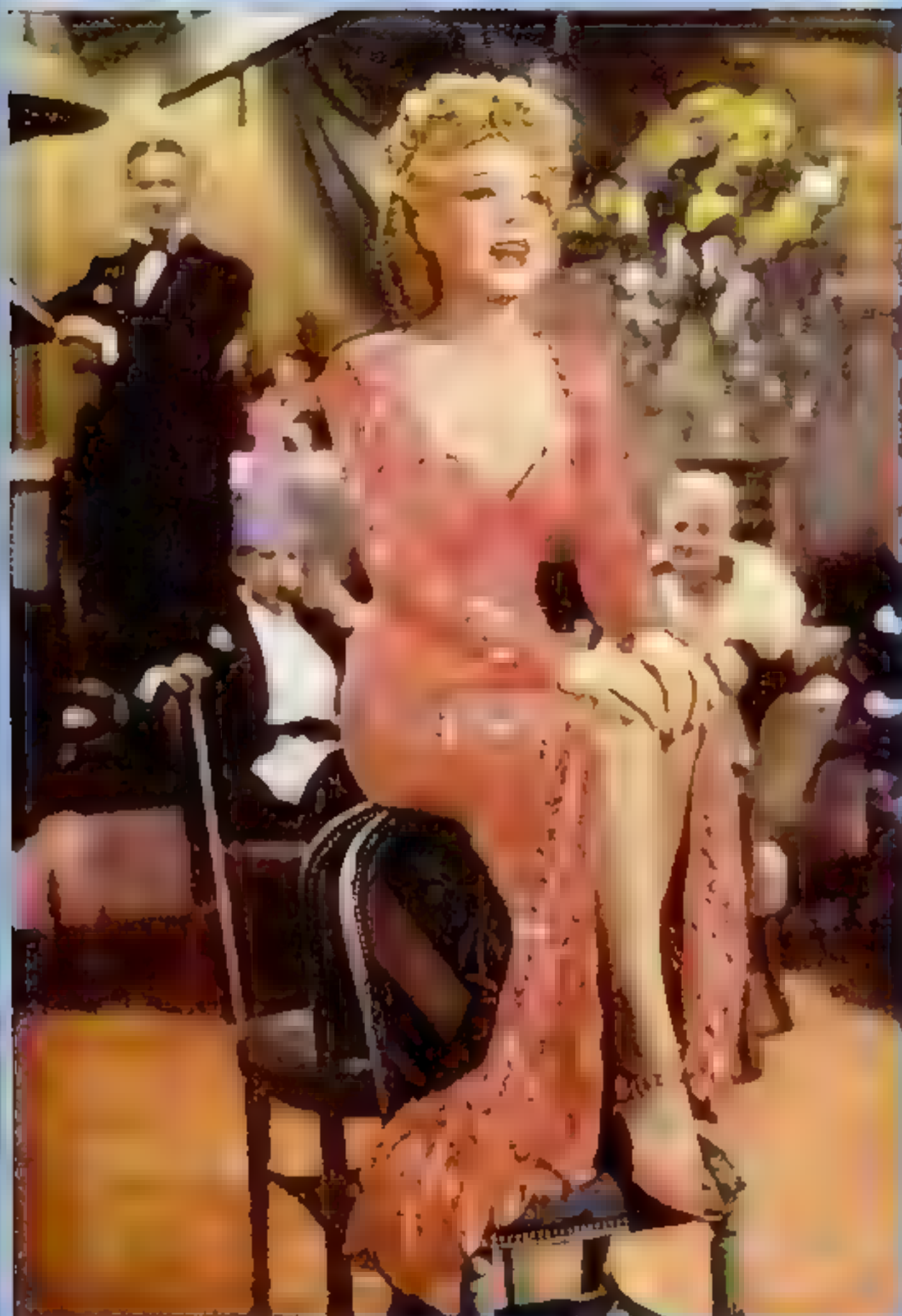
THE tenth-inning frenzy of a big-league baseball crowd . . . the soft clink of horseshoes around a barnyard stake . . . the chatter of a family picnic on a sun-bright beach—yes, all these are America, the land we love, the land that today we fight for.

In this America of tolerance and good humor, of neighborliness and pleasant living, perhaps no beverage more fittingly belongs than wholesome beer. And the right to enjoy this beverage of moderation . . . this, too, is part of our own American heritage of personal freedom.

AMERICA'S BEVERAGE OF MODERATION

Beer belongs...enjoy it





"Hello Suckers!" Betty Hutton as Texas Guinan greets the mob of heavy spenders and racketeers at her famous New York night club.



"Yes, sir, That's My Baby"—Betty Hutton as the great Guinan, Queen of the Wild West Shows, pulls a fast one on the spectators.

"GIVE THESE LITTLE GIRLS A GREAT BIG HAND"

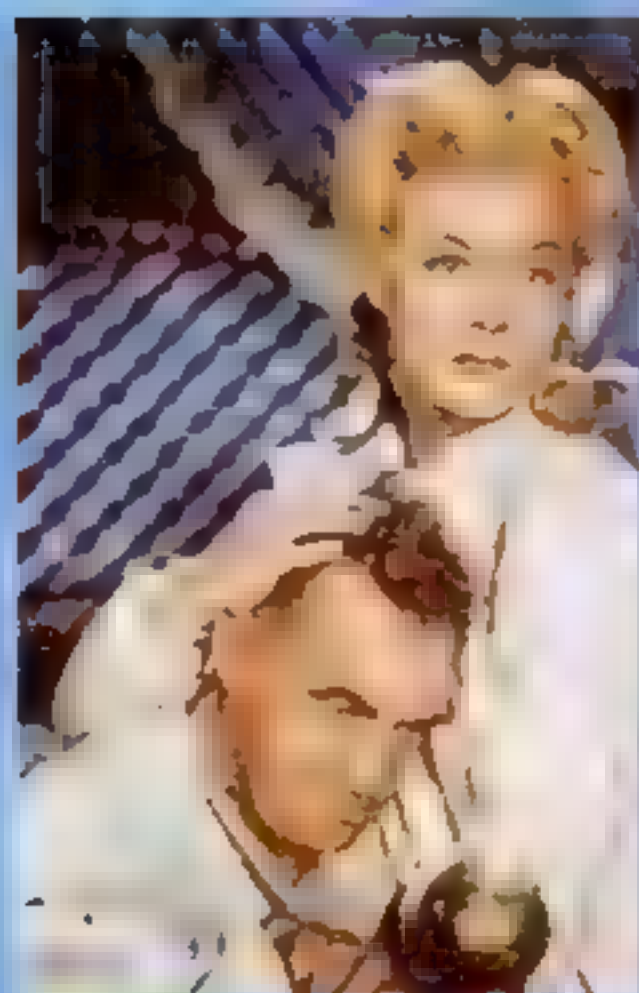
Texas Guinan shouted as the music started and a bevy of beauties filled the floor of her famous night club back in the gang war years of the tempestuous twenties.

"Give this little girl a great big hand." That's what Texas would say today if she could see Betty Hutton's astounding performance as the great Guinan in Paramount's "INCENDIARY BLONDE," for Betty is slightly more than terrific as Texas—she has to be, for Texas was that kind of a girl.

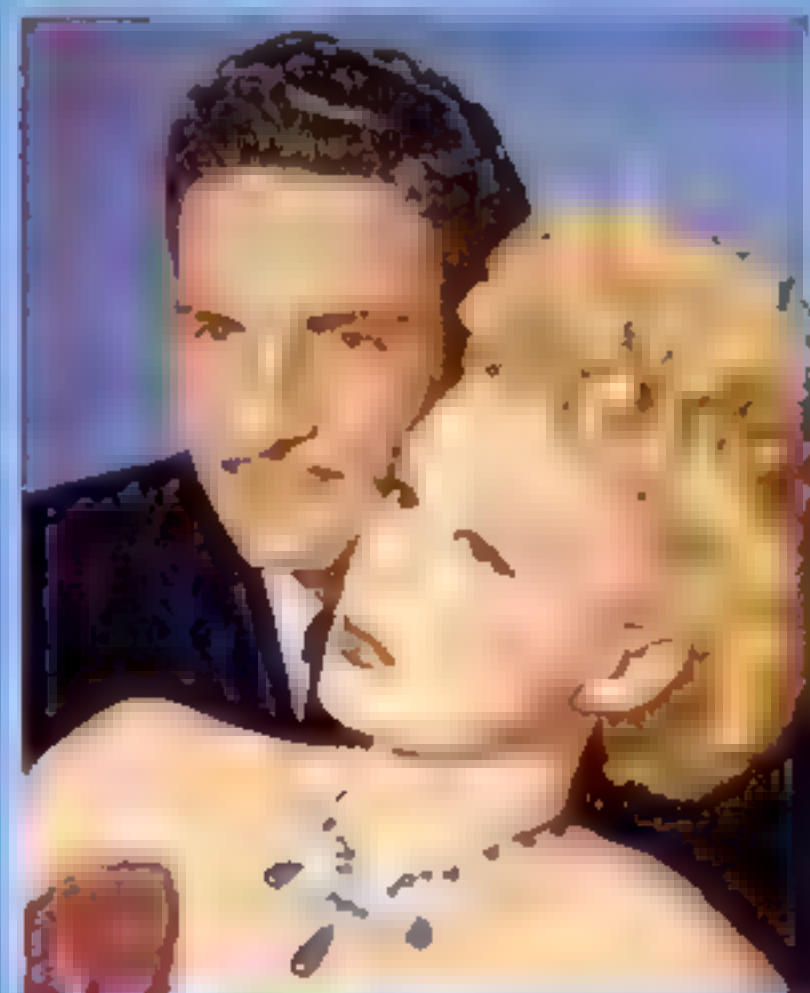
She blew out of the rodeos of the Southwest in nineteen umpteen a rampaging redhead—who became a Broadway musical comedy sensation and Ziegfeld star over night—but she soon left New York to follow her heart to Hollywood in the strong silent days when a girl could mow down sixteen Indians with one shot. The man she loved got into trouble—and back she went to New York. This time to run her famous night club in the Prohibition days. There she greeted her customers with her famous "Hello Sucker" and with the same bravado told off the gunmen who tried to muscle in on her.

Texas Guinan and all her exciting life—wild west shows, musical comedy, Hollywood glamour, racket guns and her loves—press agent and gambler—are all in Paramount's "INCENDIARY BLONDE"—a motion picture filmed in a riot of color with a cavalcade of song hits.

Betty Hutton as Texas Guinan, co-stars with Arturo de Cordova, who plays her racketeer sweetheart . . . she is wonderfully supported by Barry Fitzgerald, Charlie Ruggles and Bill Goodwin, in a production so good that Paramount has designated it as the picture to lead off the year that marks its third of a century of entertaining the world.



Barry Fitzgerald as Texas' father, in a role almost as good as the one he played in "Going My Way."



"I'm more of a woman than you'll ever get". Texas was the biggest sucker of them all . . . for her gambler sweetheart.



"Oh By Jingo, Oh By Gee" Betty, as Texas the Toast of Broadway, leads one of the spectacular song and dance numbers in the Ziegfeld Follies.

Paramount presents

Betty Hutton Arturo de Cordova in "INCENDIARY BLONDE" IN TECHNICOLOR

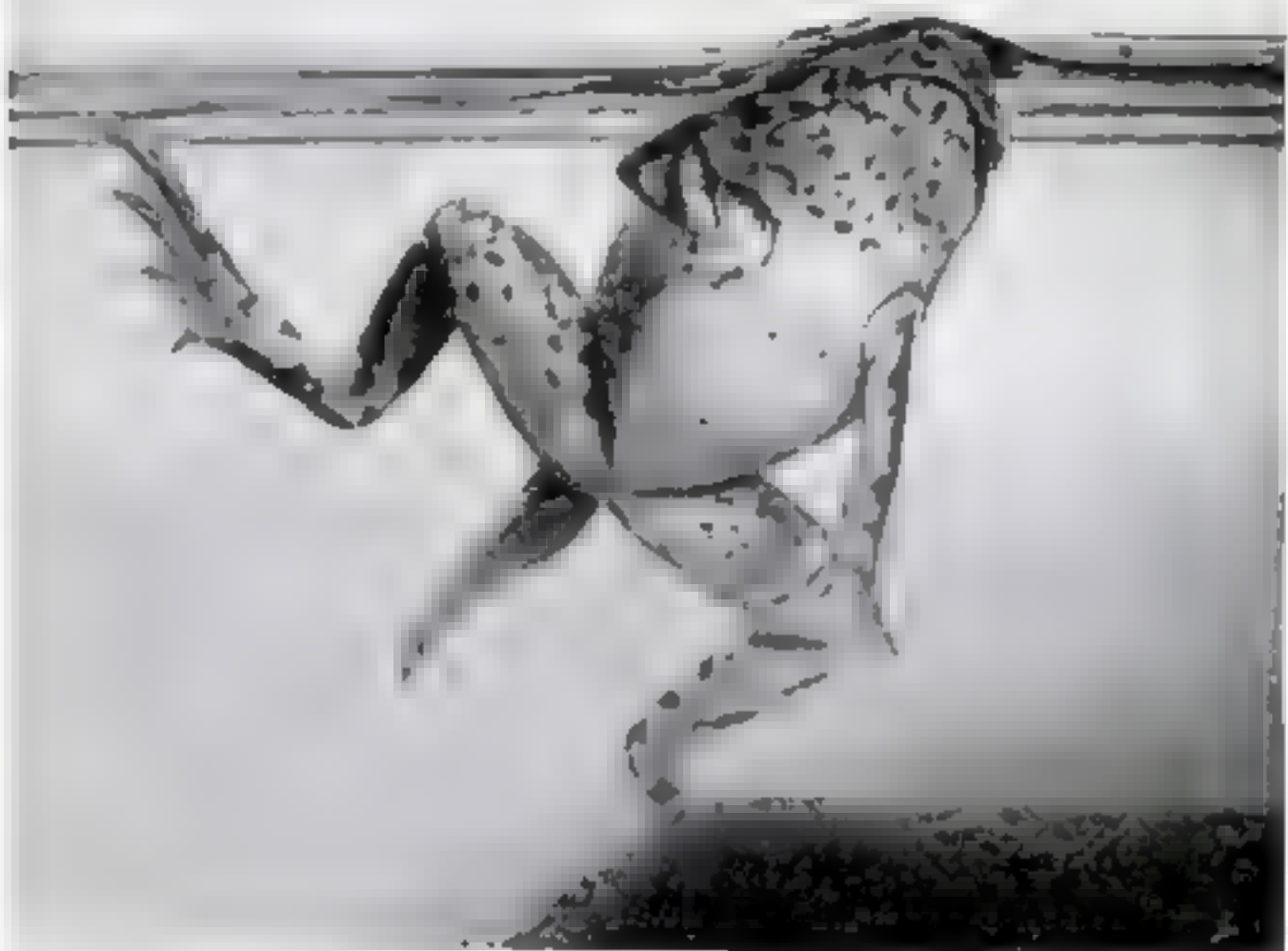
with CHARLES RUGGLES • ALBERT DEKKER • BARRY FITZGERALD
and Mary Phillips • Bill Goodwin • Edward Ciannelli • The Moxellos • Maurice Rocco
Directed by GEORGE MARSHALL Original Screen Play by Claude Brulion and Frank Butler

Paramount - Entertaining the World for One Third of a Century!

Bullfrogs CONTINUED



Left front leg breaks through the skin a few days before the right leg. At this stage of development the mouth starts to widen and for a while tadpole is unable to eat.



Tail is slowly absorbed into body, providing sustenance during period when tadpole cannot eat. Even before tail is gone, small frog hops about out of the water.



Young bullfrog has completed metamorphosis by end of second summer but will not mature until third or fourth year. Food now consists of fish, insects, other frogs.

AT SEA

Dearest:

I certainly married a smart gal! You're darn right I'd like a Hamilton, darling. Next to yourself, it's the finest anniversary present you could give me!

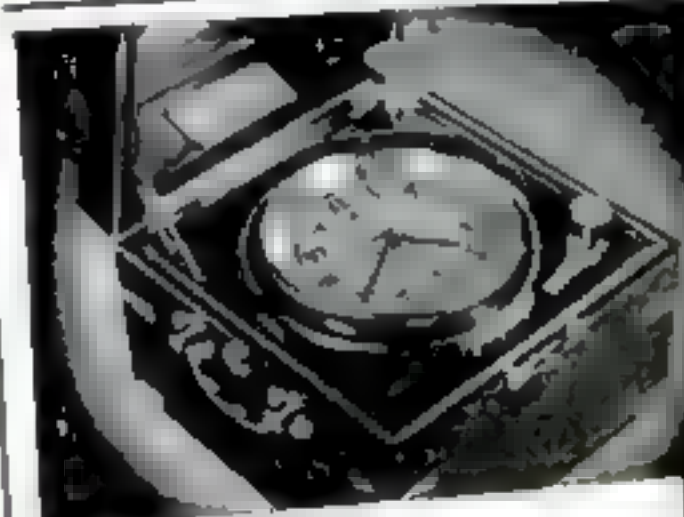
Did you see the attached ad? We've had Hamilton chronometers on this ship ever since she was commissioned—and, boy, they're really accurate! So don't let anyone talk you into getting me anything but a Hamilton—even if I do have to wait for it!

I'd have written sooner, but we're so darn busy a guy hasn't time to shave, let alone write regularly (The Merchant Marine could sure use more men).

But I do think of you every minute, darling. And I'll be thinking of you every second on our anniversary. Did you get the present I sent you? I'd give a year's pay to be there when you open it.

Chuck

P.S. ABOUT THE BEARD—I'LL SHAVE IT OFF THE DAY I GET HOME!



NOW...THOUSANDS
OF HAMILTON
CHRONOMETERS
SERVE THE NAVY

For three years Hamilton has been mass-producing marine chronometers for the U. S. Navy. Performance tests prove these instruments to be of unsurpassed accuracy. You'll see this wartime precision reflected in your coming Hamilton. Wait for it!



WAIT FOR
HAMILTON
America's Time Watch

Hamilton Watch Company—Makers of "The Watch of Railroad Accuracy"—Dept. 19 5, Lancaster, Pa.



THAT'S ME BEHIND THE SHRUBBERY

HAMILTON

The Watch of Railroad Accuracy



THE MERCHANT MARINE NEEDS
DECK AND ENGINE OFFICERS
—ENLIST TODAY—

ON ME THIS WOULD LOOK GOOD!!



WEARING A TINA LESER FROCK WITH ORGANDY "PEEK-A-BOO" SKIRT, WINKIE VAN LENNEP DOES A BAREFOOT DANCE ON THE PING-PONG TABLE WITH BOB YOUNG

Life Goes to a Dress Designer's House Party

Tina Leser serves champagne, gives away pigs and ducks at her Long Island "barnwarming"

One of the most froufrou parties of the Long Island season was given by Tina Leser, top-flight designer of women's sportswear and American Fashion Critics' award winner, to open her summer home at Sands Point. The new home is a remodeled barn. Most of the 96 guests were sophisticated New York fashion editors. The party, therefore, displayed a split personality, partly bucolic and partly ritzy.

The bucolic aspect confronted the guests as soon as they arrived. They were thrust into a series of strenuous country games with appropriate prizes. The winner of the horseshoe-pitching contest was given a pig. The Ping-pong champion got a goat. The big event was a spider-web hunt (see p. 106) in which participants followed several thousand feet of string over and under fences, in and out of underbrush to the finish point, where they collected rabbits, ducks, vegetables. Most guests worked hard at these games but one sat brazenly on the grass and kept repeating firmly, "I can't make a fool of myself chasing a pig around."

After the games the party became decidedly less pastoral. Four bartenders ladled drinks. The buffet was spread with lobster, shrimp, turkey, ham, ice cream, tarts and bonbons. There were also champagne, a strolling orchestra, and pretty girls wearing Tina Leser dresses. Some were New York models, four of them were debutantes from Miss Leser's home town, Philadelphia. After other guests went home, five of the girls crowded into Miss Leser's two double beds (see cover) to stay the night with her.



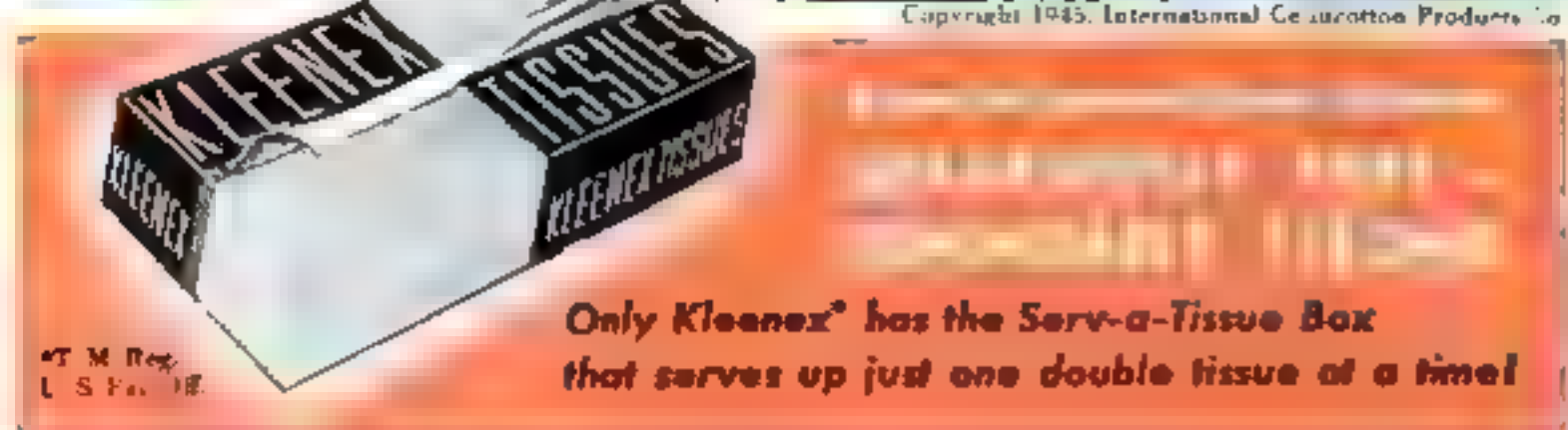
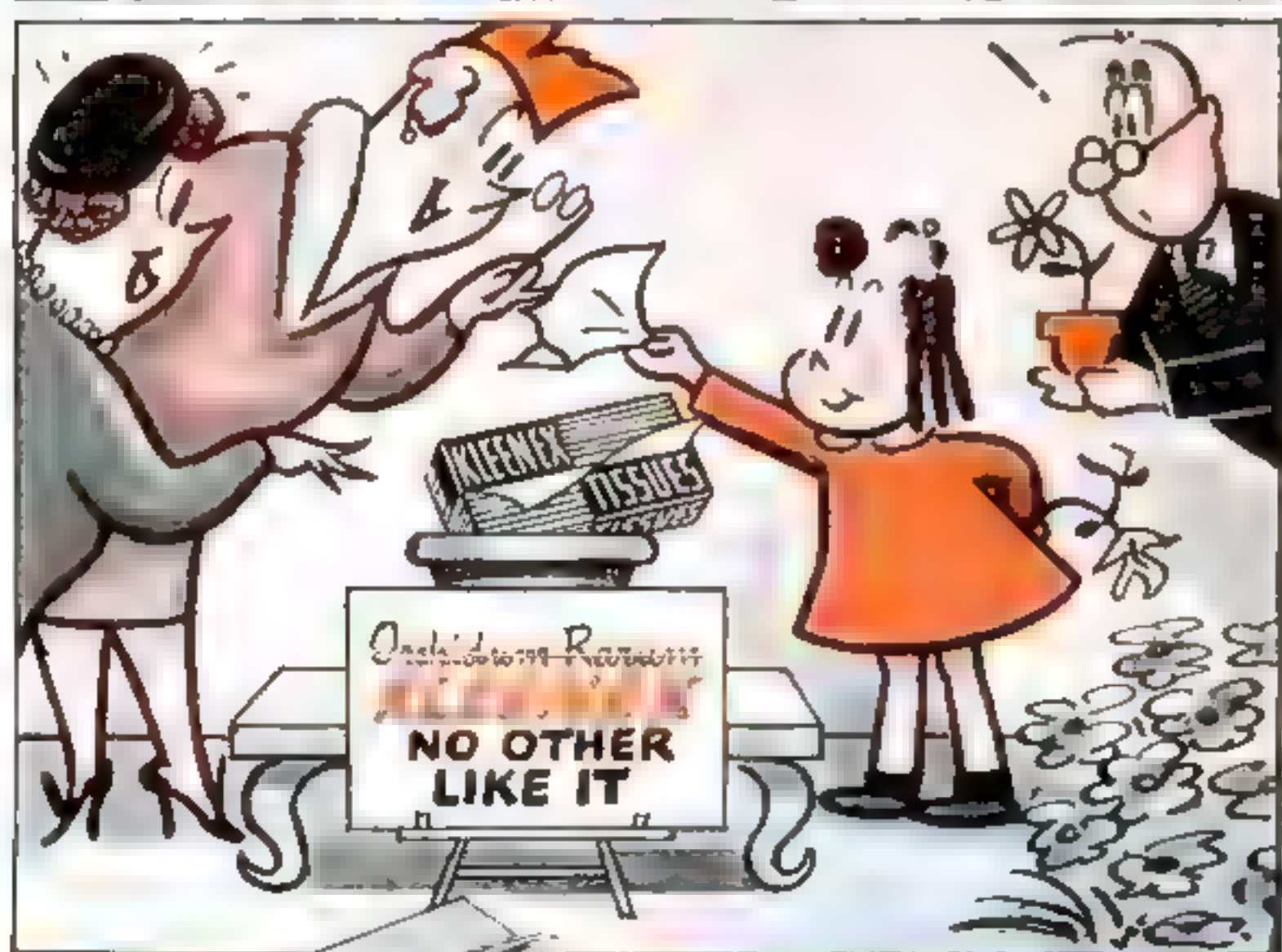
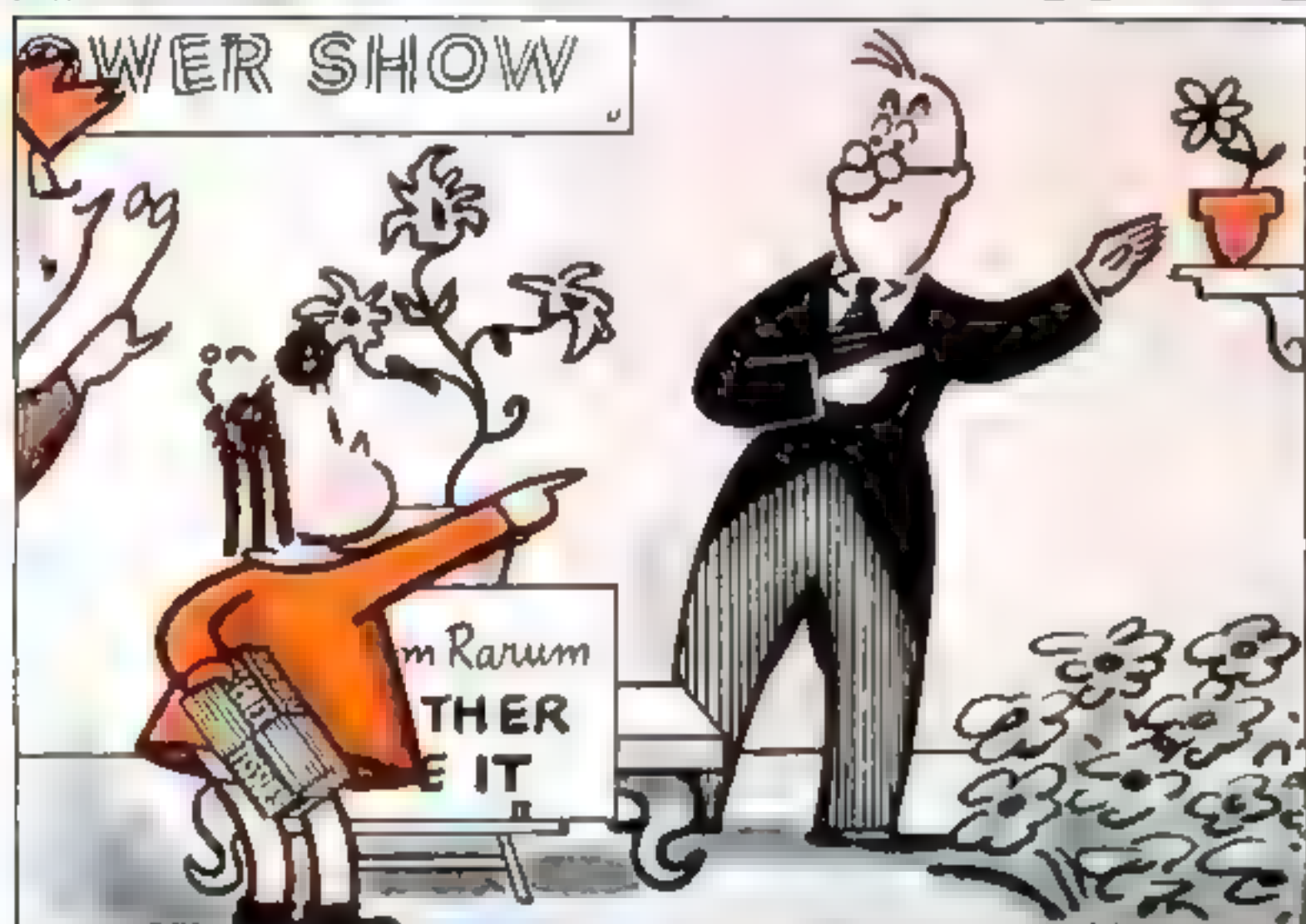
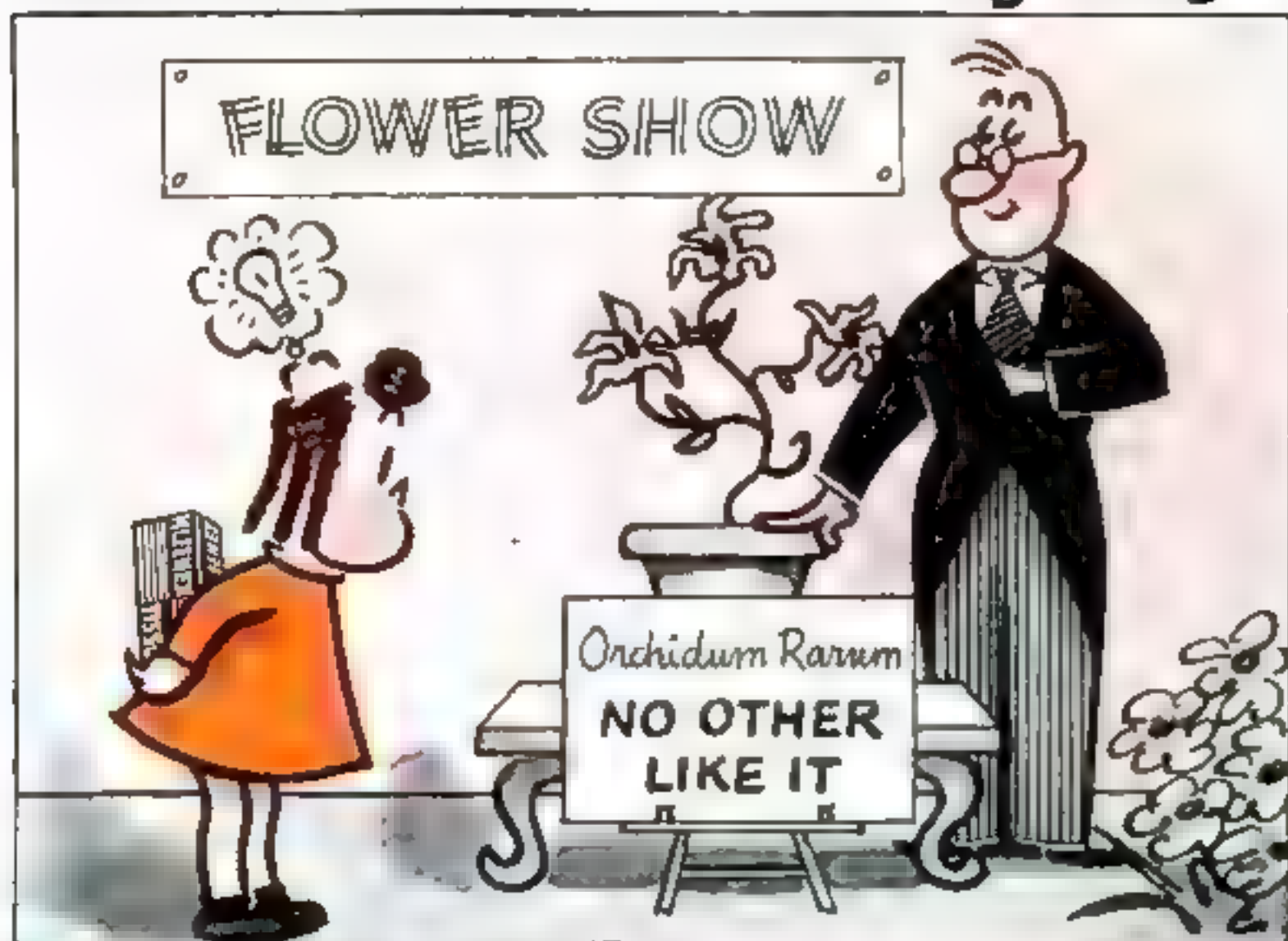
MISS LESER (LEFT) AND BARBARA MAISON MODEL COTTONS IN THE BARN'S CHINTZY STUDY



EARLY ARRIVALS SPORTED AT THE BEACH UNTIL MAIN EVENTS BEGAN



STRIPED CIRCUS TENT SHELTERED THE PATIO'S BAR, BUFFET TABLE AND SMALL ORCHESTRA



Watch for Paramount's latest LITTLE LULU cartoon in Technicolor at your favorite theatre



THREE DEBS TIE RIBBONS ON ANIMATED PRIZES FOR SPIDER-WEB GAME



CONTESTANTS GET THEIR STRINGS TANGLED BEFORE GAME IS STARTED



ANNE BREWSTER CLIMBS TREE AFTER STRING. SHE HAD TO BE RESCUED



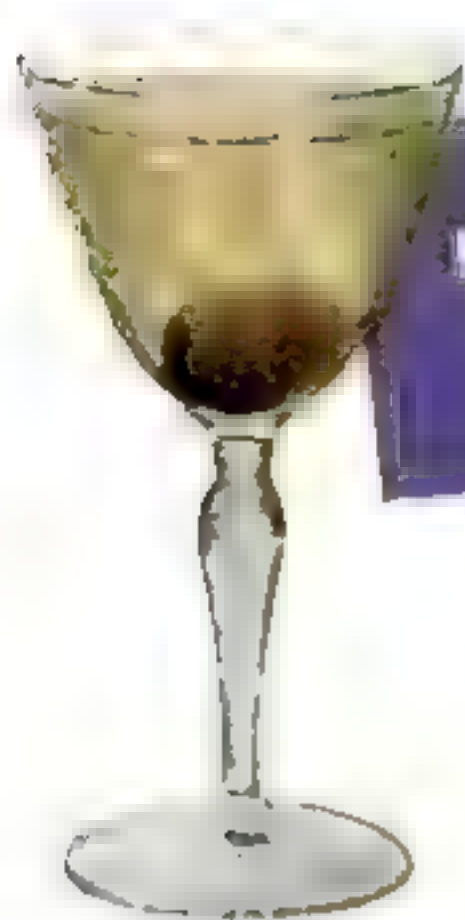
TALL ARE THE CROWNS FOR FALL

Out goes the timid crown; in comes the tall. It adds to your height; slims you, somehow. And the way Stetson does it... in supple, beautifully blocked fur felt, the tall crown of Autumn is always becoming and easy to wear.

UP goes your beloved beret (directly above) and gets a new lift, \$7.95
HIGHER still into the new bloused look for the center Stetson, \$9.95
SOARING Directoire bonnet (top), its crown tipped forward, \$9.95
 All models available in a choice of colors, light colors slightly higher.

STETSON HATS

AT LEADING STORES EVERYWHERE • WRITE STETSON HATS, INC., 475 FIFTH AVENUE, NEW YORK 17, N. Y. • ALSO MADE IN CANADA



News about Martinis you have waited 3 years to hear!

Gin of pre-war quality made from pre-war *imported* botanicals

1 Today Hiram Walker brings you gin made with the same imported herbs, roots and berries used in the making of Hiram Walker's pre-war gin.

2 And remember, between Repeal and Pearl Harbor Americans bought more Walker-made gin than any other kind.



Today, you can once again enjoy the pleasure of real, pre-war quality gin.

For Hiram Walker's Gin is made not only to pre-war formula...but from *pre-war imported botanicals which are unobtainable today.*

The reason we now have these rare botanicals, like cassia from China and coriander from Czechoslovakia, is this: Prior to the war it was our policy to purchase these botanicals in the best crop years and far in excess of our annual requirements. This enabled us always to have on hand a treasured reserve.

When we suspended gin distilling in favor of war production in February 1942, this priceless reserve was carefully preserved and sealed away.

Today, it's these pre-war, imported botanicals that give Hiram Walker's Gin its real, pre-war quality. The quality which, between Repeal and Pearl Harbor, led Americans to buy more Walker-made gin than any other kind.

Choicest coriander from Czechoslovakia... prize Valencia peel from Spain... cassia from China... these and all the other rare herbs, roots, and berries used in making Hiram Walker's Gin today come from a supply imported before the war.



HIRAM
WALKER'S
Distilled London Dry
GIN

90 proof. Distilled from 100% American grain.

Hiram Walker & Sons Inc., Peoria, Ill., Copr. 1945

Dress Designer's Party CONTINUED



TINA LESER DRESSED MODELS FOR HER PARTY IN PRINTS AND CHECKS

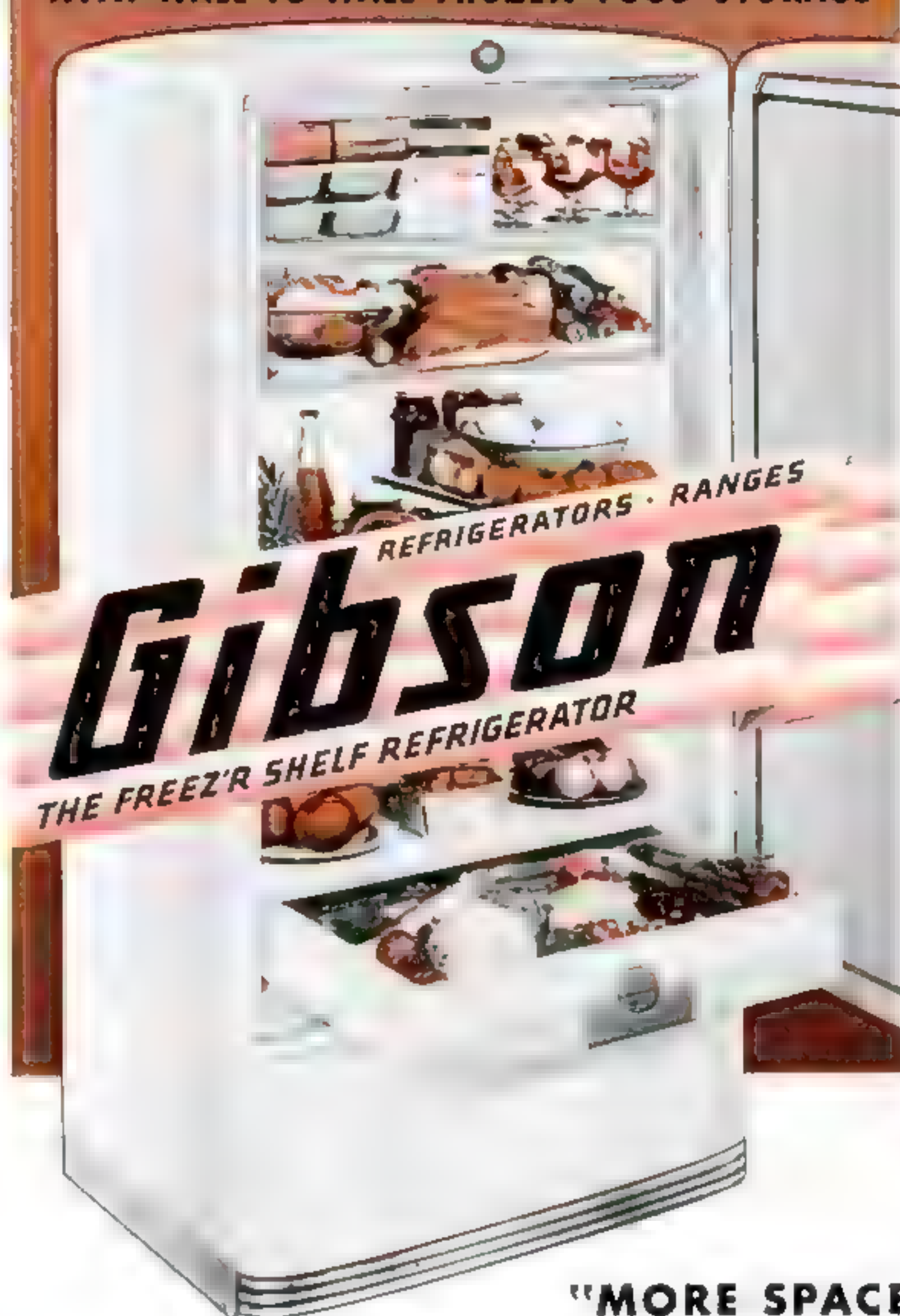
LESER SPENT \$15,000 ON HER BARN

Tina Leser, who was Christine Wetherill Stillard-Smith of Philadelphia society before her marriage, moved up into the top ranks of fashion designers with such new ideas as sarong-type play clothes (*LIFE*, Feb. 26) and the one-strap bathing suit. Miss Leser had a lot of new ideas about remodeling her barn. She left the old cow and horse stalls as partitions between rooms (*below*). For other walls she sometimes used stark white plaster, sometimes glass brick. The whole job cost about \$15,000 and the contractor who had to carry out Miss Leser's ideas thought she was crazy.



THE ORIGINAL STALLS MARK OFF DINING ROOM, STUDY, KITCHEN, HALL

WITH WALL-TO-WALL FROZEN FOOD STORAGE



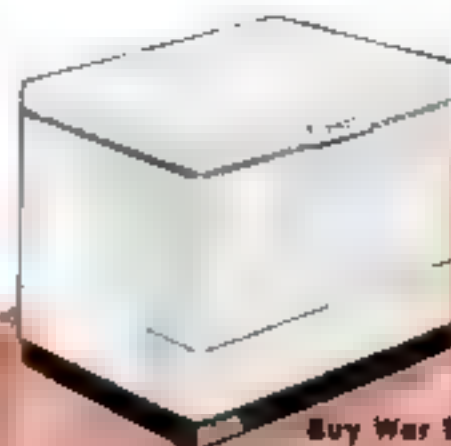
"MORE SPACE ON EVERY STORY!"

From the big, extra-capacity Moist Cold Freshener at the bottom to the spacious, hold-more frozen food locker at the top, every compartment—every "story"—of the Gibson Freez'r Shelf reaches from wall-to-wall and from front to back *without obstructions!* In addition, Gibson's exclusive Strata-Zones provide different

layers of *conditioned cold* for various types of food—longer food preservation and better vitamin retention! The post-war Gibson will be the "ideal of your dreams" of everything a refrigerator should be and should have in performance and convenience. It will pay you to watch for, wait for *and see* the Gibson.

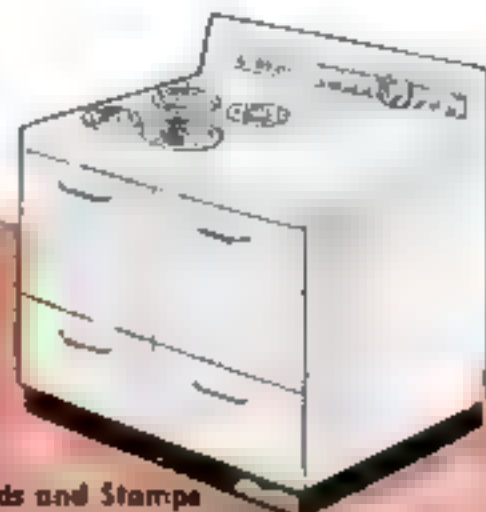
THE GIBSON HOME FREEZER

For even greater frozen food storage, this marvel of home convenience—scientific long-term storage at below zero temperature—freezes and keeps frozen meats, vegetables, fruits *fresh* for months right in your own home!



Kookall ELECTRIC RANGE

Automatic control turns itself on and off—uses store-up heat. The only range with oil feature. UPS A DAISSY, an answer in worth waiting for!



Buy War Bonds and Stamps
Gibson is now engaged in war production

GIBSON REFRIGERATOR COMPANY
GREENVILLE, MICHIGAN

Export Department, 201 N. Wells St., Chicago, Ill. • Canadian Distributor, Rogers Majestic, Ltd., Toronto

Check your choice with Kibbee... Tilton... Fields

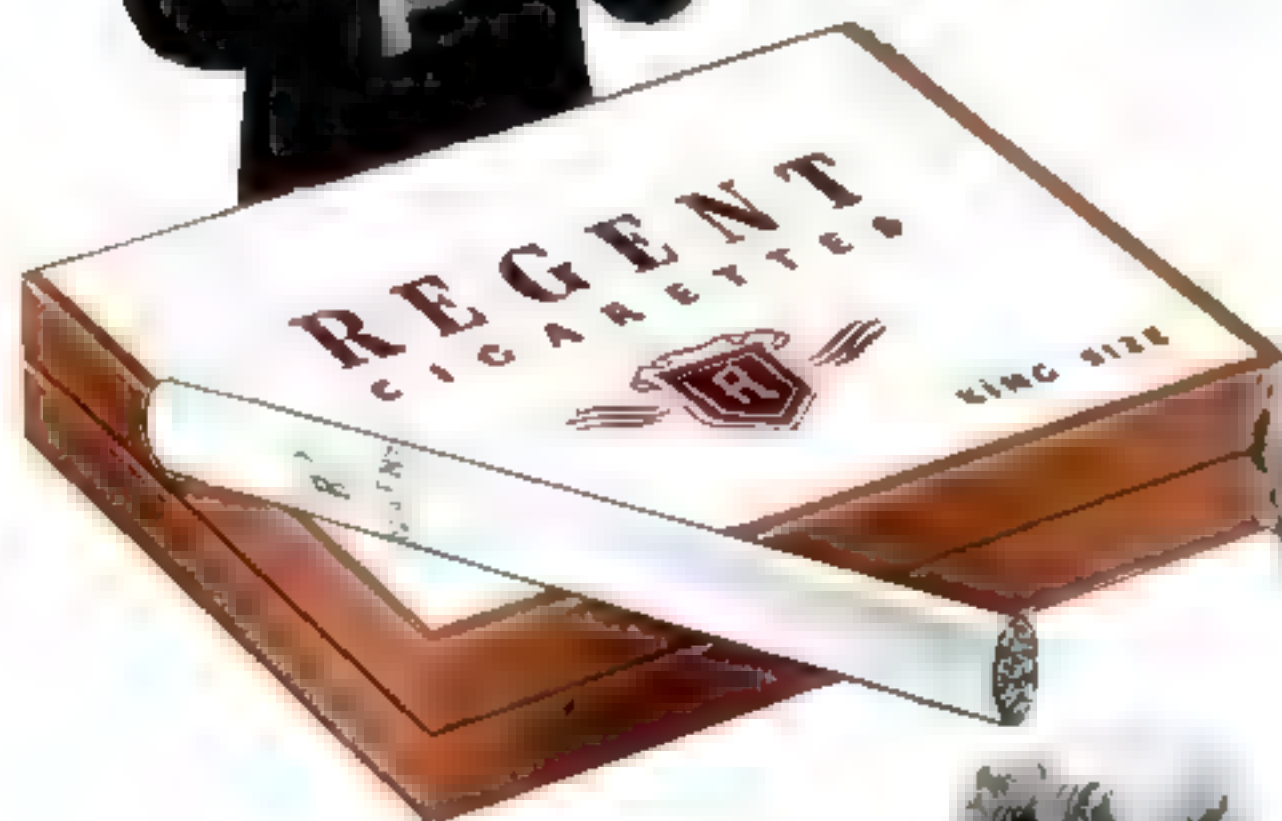


GUY, a property man forty-three years ago, became an actor overnight when the star didn't show up. He's been going strong ever since—and going strong for Regents, too. "Regent is better tasting," he says. "And I think it's milder."

MARTHA is tiny by nature, terrific by G. I. acclaim. She says singing for leading orchestras made her a perfectionist—accounting, perhaps, for her praise of Regents. "That crush-proof Regent box is tops," she avers. "It keeps the cigarettes firm and fresh."



SHEP'S FATHER unwittingly launched a famous orchestra when he gave his son a saxophone for his fourteenth birthday. Shepatill favors saxes, has nine in his band! He favors Regents, too. "Their King Size—20% longer," he points out, "means extra value."



ALL THREE AGREE that Regents are milder, better-tasting. The reason? Multiple Blending—an exclusive process that makes Regents really mild, always gentle to your throat. Next time, try Regents. They cost no more than other leading brands.

Quality tobaccos... *Multiple Blended*
make **REGENT**
*The milder, better-tasting
cigarette!*

MISCELLANY



ELITE RED ARMY GUARDS MARCH INTO RED SQUARE CARRYING NAZI AND

MOSCOW VICTORY PARADE

Red Army men hurl German banners into gutter



PASSING REVIEWING STAND ATOP LENIN'S TOMB, RED ARMY VETERANS



WEHRMACHT BANNERS AND BATTLE FLAGS AS PART OF CELEBRATION

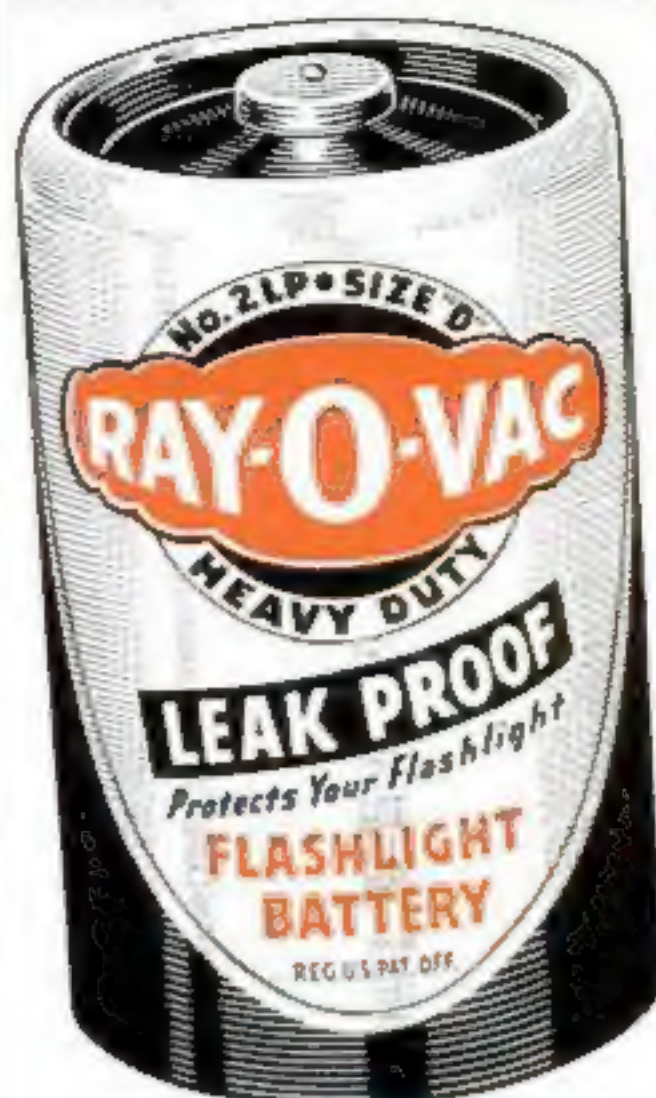
These photographs, received last week from Moscow, record the Red Army's unique celebration of Germany's defeat. In Red Square on June 24 Joseph Stalin and other Soviet dignitaries reviewed victorious Red Army troops. As a culmination of the lengthy parade 200 picked Guards marched into the great square, each carrying a captured German flag bedecked with captured German medals. As they approached Lenin's tomb they lowered the Nazi standards, including Hitler's personal flag, then hurled the emblems of defeated Germany into the muddy gutter.



BREAK RANKS TO DUMP CAPTURED TROPHIES ON RAIN-SOAKED STREET

CONTINUED ON NEXT PAGE

NOW YOU CAN GET



RAY-O-VAC
LEAKPROOF
FLASHLIGHT
BATTERIES!

THEY

Stay Fresh

FOR WHEN YOU NEED THEM
EVEN FOR YEARS AND YEARS



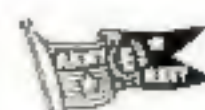
BACK AGAIN —

Now you can fill your flashlights with dependable Ray-O-Vac LEAKPROOFS. War-proved and improved, Ray-O-Vac LEAKPROOF is the battery that not only stays fresh for years, but also delivers extra light hours and is guaranteed not to damage your flashlight by corrosion. When you repower your flashlight be sure you get Ray-O-Vac LEAKPROOF Batteries.

FREE
FLASHLIGHT

READ THIS
GUARANTEE!

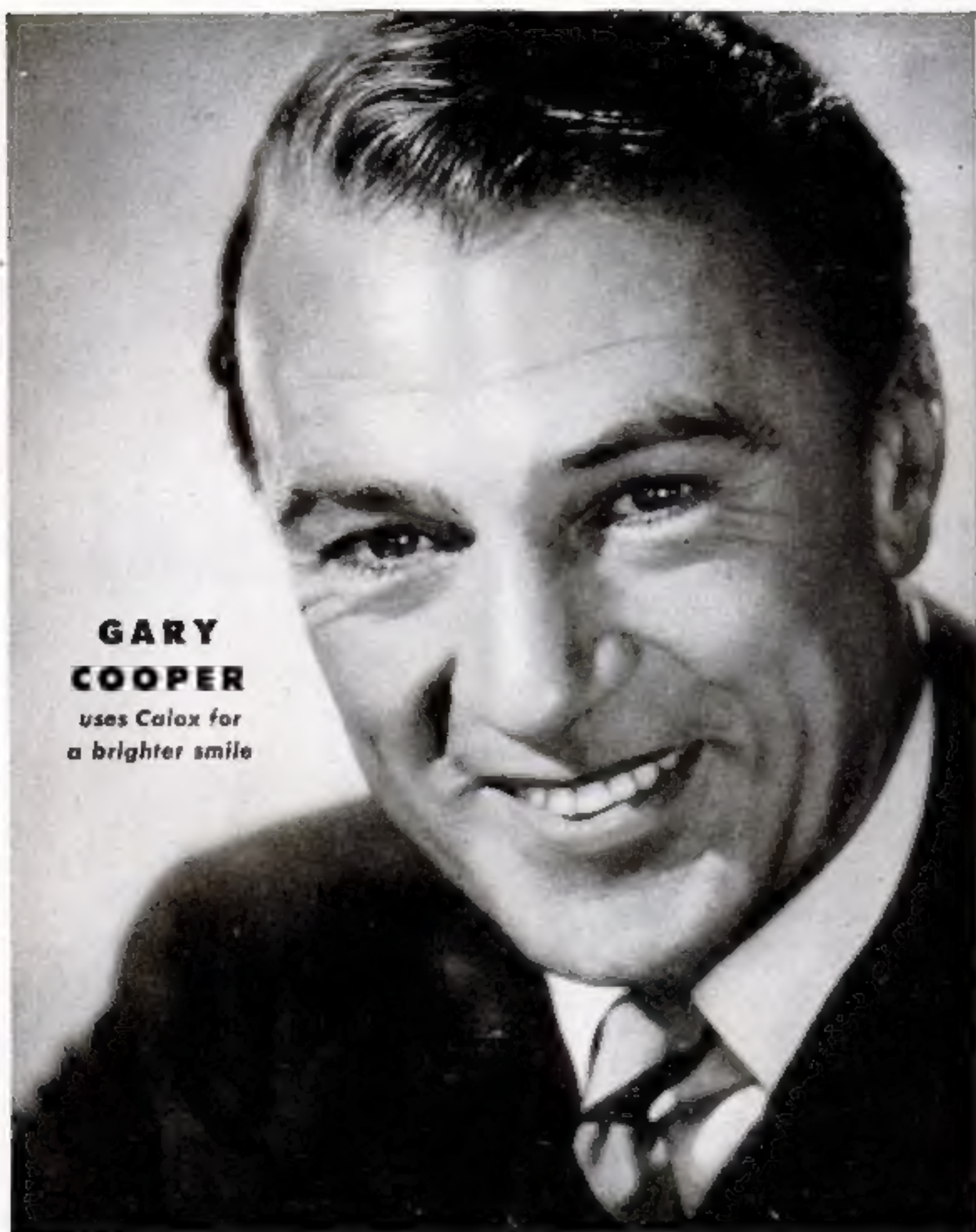
"We will give you FREE a new comparable flashlight if yours is ever damaged by corrosion, leakage, or swelling of this LEAKPROOF cell."



RAY-O-VAC BATTERIES

RAY-O-VAC COMPANY • MADISON 4, WISCONSIN
OTHER FACTORIES AT CLINTON, MASS. • LANCASTER, OHIO • SIoux CITY, IOWA
FOND DU LAC, WIS. • MILWAUKEE, WIS. • KANSAS CITY, MO.

Producer-Star of "ALONG CAME JONES" (An International Picture)



**GARY
COOPER**
uses Calox for
a brighter smile

FRESH, TINGLY FLAVOR of CALOX *protected again by a metal can!*



Yes, cool, clean-tasting, refreshing Calox Tooth Powder is again available in a flavor-tight metal container!

As always, Calox keeps your smile bright and sparkling. Calox is efficient, yet gentle and free from grit.

Developed by a dentist, Calox contains five different cleansing and polishing ingredients to help bring out all the natural lustre of your teeth.

You'll like Calox...everybody does! Buy a can today. Made in the famous laboratories of McKesson & Robbins, Inc., Bridgeport, Conn.



An Efficient Dentifrice
FAVORITE DENTIFRICE OF MANY HOLLYWOOD STARS

Moscow Parade CONTINUED



TOP RED ARMY COMMANDERS STAND AT ATTENTION FOR STALIN'S REVIEW



BEFORE PARADE MARSHAL ZHUKOV ENTERS KREMLIN TO PAY RESPECTS



ZHUKOV (LEFT) GALLOPS INTO RED SQUARE PAST ST. BASIL'S CATHEDRAL

PM



for Pleasant Moments

Some things just naturally go together! A little table, a friendly lamp, the night-blooming perfection of the gardenia... And, of course, warm friends to enjoy the Particularly Mellow flavor of PM de Luxe in Manhattan, Old-Fashioned or Highball! What's to prevent a Pleasant Moment from becoming a Perfect Memory?

"What does the button say—Daddy?"



R. J. Reynolds Tobacco Co., Winston-Salem, N.C.

All men and women honorably discharged from the armed services of the United States are entitled to wear this button.



ACTUALLY, SON, it doesn't really say anything. There's no inscription lettered on its face. But in another, larger sense that simple little gilt button in the lapel of your dad's jacket says a world of things.

It says a service well done for our country... for freedom and humanity the whole world over.

It says that America, every American, is proud of the wearer... be it your dad, or any one of the

13,000,000 men and women who, like him, served in the armed forces.

It says that America will not forget their service—but will strive always to make sure that their service was not in vain.

The makers of Camel cigarettes publish this in tribute to the men and women of the armed services, and pledge that as they go on to final victory they have first call on Camels.



The Service First

Army, Navy, Marines, and Coast Guard—wherever they go in their winning of the war, they have first call on Camels!

Camels